

# Friesen, Kaye and Associates



**Friesen, Kaye and Associates**  
The Experts in Knowledge Transfer  
and Workplace Performance

## Developing Interactive eLearning

Interactivity is one of the keys to engaging learners and maximizing retention. It is even more important in the online environment where it is easier for learners to tune out or even drop out. This program helps you design and develop effective interactive e-learning for both the self-directed and facilitated online environments. Your learners will stay tuned in and keep learning throughout your e-learning programs.

In this expanded program you will participate in **six live sessions** as well as complete several self-directed online tutorials. During the live sessions and tutorials, you will experience how well-designed e-learning keeps learners motivated, engaged, and learning. You will also have opportunities to immediately apply what you are experiencing and learning to developing self-directed and facilitated e-learning using your own content. You will submit your work for individual review and feedback and by the end of this program you will have completed the design of two interactive e-learning lessons.

### Who Should Attend?

- Instructional designers and course developers concerned with creating interactive and highly effective learning in both the self-directed and facilitated online environments.
- Individuals wishing to maximize the results of formal e-learning.
- Facilitators and subject matter experts responsible for adding e-learning components to existing courses

### Key Benefits

1. Experience interactive self-directed and facilitated e-learning that takes advantage of all the available tools.
2. Hone your skills quickly as you work on an e-learning project for your organization.
3. Get individual written feedback from our e-learning experts.
4. Collaborate with other learners as you develop your own e-learning.
5. Get access to a variety of online templates and checklists that speed up development and improve learning.

### Post-Learning Sustainment

As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:

- **Transfer Strategy:** one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.
- **One-Year Hotline:** connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

*"Since I work in the "training world", I am a very picky learner. I expect quite a bit from a learning experience. I had received only positive feedback from different colleagues that had taken some of your courses so I arrived to this course with high expectations. Not only did you meet the expectations, you exceeded them. To top it all off, everyone I spoke to at FKA genuinely seems to like their job and enjoy providing constructive and useful feedback. They are also dedicated to supporting the learner, when needed, on top of being very knowledgeable and excelling at what they do! Wow! Thank you! It was truly worth the time and money." S Lalonde, Government of Canada*

# Developing Interactive eLearning

## Objectives

### Foundations of Interactive Instructional Design

- Identify when to use each type of interactivity.
- Incorporate adult learning principles into course design.
- Identify key activities of the FKA Instructional Systems Design methodology.
- Apply the Systematic Learning Process to maximize learning.
- Plan how to maximize retention.
- Establish initial motivation and maintain ongoing motivation.
- Determine when e-learning is an appropriate choice.
- Choose population factors for analysis.
- Develop a Model of Performance.
- Write effective lesson objectives.
- Align test for understanding questions with objectives.
- Describe strategies to overcome barriers to e-learning.

### Developing Interactive Self-Directed eLearning

- Identify common weaknesses in learning interactions.
- Design strong interactions that promote learning.
- Plan the program structure and navigation paths.
- Identify how self-directed lessons may be made adaptive.
- Design a basic lesson.
- Create a storyboard.

### Developing Interactive Virtual Classes

- Select the most appropriate capabilities for a variety of online activities.
- Describe strategies to promote interaction.
- Choose and adapt presentation methods to the virtual environment.
- Implement effective questions to develop content and test for understanding.
- Adapt application and feedback methods for blended solutions.
- Develop facilitator notes for a virtual lesson.

# Developing Interactive eLearning

## Agenda

### Live Session 1 – The Fundamentals:

Introductions, Expectations, Tour of Adobe Connect

Defining e-Learning and Types of Interactivity

Pre-Course Assignments:

- Adult Learning Principles
- FKA Instructional System Design (ISD) Methodology
- Systematic Learning Process
- Motivation
- Instructional Strategies

### Live Session 2 – The Fundamentals Continued:

Population Analysis

Debrief Tutorials

- Model of Performance (MoP)
- Writing Objectives

Test for Understanding (TFUs)

- Aligning Objectives and TFUs

### Live Session 3 - Introduction to Self-Directed e-Learning:

Learning Interactions

TFU in Self-Directed e-Learning

- Types of Questions

Common Weaknesses

Maximizing Retention

Strong Learning Interactions

- Processing Methods
- Feedback

Promoting / Evaluating Interactivity

### Live Session 4 – Developing an Interactive Self-Directed eLearning Lesson:

Chunking and Sequencing

Promoting / Evaluating Interactivity

Program Structure and Flow

- Basic Lesson
- Adaptive Lesson
- Lesson Flow Diagrams

### Live Session 5 – Developing an Interactive Self-Directed eLearning Lesson:

Development Process

Relating Media and Content

Storyboarding

### Intro to the Virtual Classroom

Typical Capabilities

Question and Response Logistics

Implementing Presentation, Application, and Feedback (PAF)

Basic Lesson Structure

### Live Session 6 – Developing an Interactive Virtual Lesson:

Promoting Interaction through Presentation Methods

Adapting Presentation Methods

Promoting Interaction through Questions

Ground Rules for Interactivity

Application and Feedback

Instructor Notes

### Wrap-up

Barriers to e-Learning

Best Practices

Debrief workplace project submissions to date

Final assignments

