

# eLearning Strategy Checklist

## Learning Demands Assessment: Current & Future

- Describe current learning scenario: seminar, symposiums, workshops, webinars
- How do you currently track performance and results from learning?
- Define ownership of intellectual property of content & archiving
- Develop questionnaire for members/employees
- Conduct a gap analysis to determine learning gaps that will benefit audience and organization

## Learning Objectives & Stakeholders

- Are achievement records linked to performance?
- What are education and demographic learning level of audience?
- Determine short and long term language requirements for audience
- Define current objectives & audiences for learning

## Resources

- Leverage knowledge base within your organization to create new content where feasible
- Define content development timelines
- Offer an opportunity to select from list of potential and/or alternative content
- Identify budget and amortize over two three year implementation
- Define how much time will be put to this program
- Dedicate responsibility and resources to the program

## Administration & Implementation

- Define how achievement levels & records will be kept/determined
- Determine who and how learning will be administered – external vs. internal?
- Look at cost recovery means for implementing
- Can you leverage sponsorship to help underwrite programs?
- Can you create partnerships with other organizations to create shared learning?
- Pilot the learning program to learn from first step implementation process
- Apply learning from pilot program in an expanded second year learning program

## Content Priority & Planning

- Leverage outside subject matter experts to provide content where feasible
- Define & prioritize learning content
- How can the learning process be shared among members and/or employees?
- Are there different levels of learners, i.e., management vs. front line workers?
- Do you need to deliver one topic to more than one audience?
- How many learners are in each audience?
- Is a part of your learner audience's primary language, other than English or French?

## Promotion, Evaluation & Feedback

- Plan a strategy of seeking course by course feedback on content & experience
- Create communications and marketing program before, during and after launch of learning program
- Is there a role for learning in the public?



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