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 leaners, 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?