

EDTC 812

Corporate Training Proposal

Ruth-Anne Sokol, Stephanie Talalai,
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New Jersey City University

7/29/17



GetOnBoard Inc. is committed to high quality personalized corporate training with a global perspective. Our team of experienced and dedicated content developers and trainers will produce and deliver custom training modules to meet your specific needs. Utilizing the S.M.A.R.T method of implementation (Bogue, 2005), customized training will be specific to your desired outcome, measurable, achievable by all staff, realistic, and produced within your required time constraints.

The Monsanto Training Initiative
 New Employee Orientation Program
 “Using Company Technologies Appropriately”

Timeline

| Task | Time Needed for Completion |
|--|---|
| Meet with HR Manager to identify topics to be covered by training modules and conduct needs assessment | 1 Day |
| Create online training modules based on identified topics | 4 Weeks |
| Review course materials with HR Manager | 1 Week |
| Make any suggested modifications | 1 Week |
| In person training for HR Manager and staff *Refer to attached training agenda | 1 Day |
| Ongoing Tech Support and course content revisions | 1 Year with the option to extend for an additional yearly fee. *Refer to attached fee schedule |
| Ongoing analytics monitoring | 1 Year with the option to extend for an additional yearly fee. *Refer to attached fee schedule |

Training Agenda

8:00–9:00 **Participant Registration**

9:00–9:30 **Introduction—Using Company Technologies Appropriately**

- Rationale
- Course Outlines
- Access to Analytics
- Explanation of Modules
 - Interactive Multimedia Module
 - Game-based Learning Module
 - Social Learning Module

9:30–11:00 **Part I: Acceptable Use of Company Technology**

- Written Communication
- Web browsing
- Data Transferring
- Personal Business Activity

[Q&A/Participant Exercises utilizing **Interactive Multimedia Module**]

11:30–1:00 **Part II: Social Media**

- Confidential Information
- Misrepresentation of Self or Company
- Social Media Guidelines

[Q&A/Participant Exercises utilizing **Game-based Learning Module**]

1:30–3:00 **Part III: Information Security**

- Safeguarding Data and Systems
- Protect Against Unauthorized Access
- Information Security Policy

[Q&A/Participant Exercises utilizing **Social Learning Module**]

Modes of Training Delivery

GetOnBoard Inc. is committed to providing corporate training modules that are grounded in learning theories that have been shown to be effective with adult learners. Due to our belief that a learner-centered approach which considers the differences inherent in each learner is the ideal method, we offer a differentiated training model which provides three varied modes of training delivery. This style of corporate training is rooted in the experiential learning theories of John Dewey and Jean Piaget, who both supported relevant learning experiences for all learners (Kolb, 2014).

Another theoretical consideration that is an integral part of each module we design is whether our training content and materials promote motivation. The ARCS Model of Motivation (Keller, 1987) offers an approach to instructional design which allows for engaging learning, something that GetOnBoard emphasizes in our module development. All of our training courses are designed with attention, relevance, confidence, and satisfaction in mind with a specific focus on the element of choice that Keller (1987) emphasizes as the sixth component of relevance.

It is our belief that offering choice and differentiation in our training modules allows for more engagement among learners, which then leads to greater retention of information. A study by Blackburn (2009) found that employees felt that differentiated training allowed for better retention of information due to its delivery using a method with which they could identify (p.81). Additionally, the same study found that employees who had choice in their mode of training had higher retention rates than the employees who received a general form of corporate training (p.80). Therefore, we plan to offer Monsanto employees three separate modes of training delivery; all of which incorporate eLearning and can be chosen based on each learner's style and preferences. The three modules are described below:

Interactive Multimedia Module

This module offers interactive, reality-based learning scenario videos delivered through an eLearning course. This method of delivery allows for meaningful content to be delivered to learners in an engaging way; utilizing interactive quiz-style questions which are integrated into both the body of the videos and at the end of each topic unit. Decision-making exercises and simulation activities are also included in the interactive format. A design feature that we employ in designing the videos and related materials is to elicit an emotional response or allow for a personal connection to the experiences shown in the multimedia pieces.

Game-based Learning Module

This module appeals to the gamers in your corporation and has been shown to be particularly engaging to millennial employees (Huffman, 2016). It offers a video-game feel with simulations and interactive avatars which present the training content. Learners can reach achievement levels and earn badges by completing units and successfully answering quiz-style questions. A leaderboard featuring participant scores and rankings, as well as the ability to post scores to social media add to this highly immersive experience.

Social Learning Module

The theory behind this model is based in Bandura's (1969) Social Learning Theory, where learners learn through interaction with others. This module utilizes online meetings, discussion forums, chat rooms, and social media platforms to communicate training content. The employees who chose this module will start with interactive videos which approach the course content through a storytelling format; focusing on problem-solving of workplace challenges. Participants can post online comments on the videos and interact with other learners via live chats. After the

units are presented, learning is reinforced by the interactions with other employees via synchronous video meet-ups and asynchronously in discussion forums.

All three of these modules can be accessed via mobile and desktop devices or can be integrated into Monsanto's existing LMS. Participants in all modes of training will also be given micro-learning opportunities which will be further explained in our assessment descriptions below.

Demonstration Activities Provided in Training Modules

Within each module style, there will be units provided on each area of focus; "Using Company Technologies Appropriately," "Social Media Use," and "Information Security." To further demonstrate the types of module content and activities presented in the previous section, some examples of how employees will apply their learning are outlined below:

Interactive Multimedia Module

Our high-quality, interactive videos will present scenarios that reflect real-life situations which could arise in dealing with company technologies. Employees will use interactive quizzes to communicate how they feel the situation could be handled. Based on their responses, the course will then explain why or why not that decision reflected the correct protocol.

Game-based Learning Module

After viewing simulations narrated and presented by game avatars, this module will allow employees to participate in a game show-style format and compete against other players to communicate their ideas about how problems should be handled and policies should be applied. A review of the correct protocol will be presented after each quiz question to further reinforce the unit's content.

Social Learning Module

After viewing videos which present possible scenarios in a storytelling fashion and participating in live commenting exercises, employees will then be assigned to a random team. Each group will use the provided live chats and video meetings to discuss what they feel is the best solution. The team will then decide on the proper plan of action and submit their response via the discussion board, which can be viewed and commented on by all the other Monsanto employee teams.

Formative and Summative Assessment

Formative assessments will be created through the incorporation of micro-learning strategies. Micro-learning experiences incorporate the use of technology to deliver instruction in concise learning segments (Hug, et. al, 2017). The learner will focus upon one objective in each module which will be assessed through real life experiences (Eades, 2014). Micro-learning experiences will be threaded throughout several checkpoints within the training modules. For example, one of the learning modules presented through the new employee orientation will focus upon the topic of Information Security. To implement micro-learning strategies to assess the learners' comprehension of the material, GetOnBoard Inc. will send the new employee an email which contains confidential information about Monsanto and ask the employee to forward this email to a friend outside of the company. The learner will be assessed upon how they decide to resolve this real-life scenario either by sending an email response to the sender stating that this would be an inappropriate action due to company security measures, by not acting upon the situation at all, or by forwarding the information to a person not employed by Monsanto. Specifically, these formative assessments will be incorporated through the creation of quizzes as well as question and answer segments within each training module.

The summative assessment for the training modules will be an online assessment which will be completed by all employees regardless of which mode of training they have chosen to complete their required orientation. The summative assessment will include a passing score of 85% proficiency based upon the rubric provided within the instructions. This summative assessment will require each new employee to create a video recording of themselves highlighting their understanding and comprehension of the overarching theme, “Using Company Technologies Appropriately,” in addition to the three targeted areas of instruction including: “Acceptable Use of Company Technology,” “Social Media,” and “Information Security.”

Learner analytics will be utilized to assess the training program’s effectiveness. Learning analytics allow for an in-depth analysis of learners and their environments through the process of collecting and reviewing data with the purpose of creating the most effective learning experience (Reyes, 2015. p. 75). Greller & Drachsler (2012) have created a framework for learning analytics based upon six dimensions including stakeholders, objectives, data, instruments, external constraints, and internal limitations (p.45). Using surveys which will be distributed to new employees immediately after they complete the online training modules GetOnBoard Inc. will be able to analyze the data to make recommendations to Monsanto for the process of continuous ongoing support of the employee training process (Pappas, 2015). Using Monsanto’s selected LMS the corporation can collect data which can be utilized to support and encourage the learner as they become a part of the ongoing process of employee training while addressing the three F’s Focus, Feedback, and Fix it (Garn, 2017). Focus addresses the learning process which is highlighted through the differentiated training modules created by GetOnBoard Inc. Feedback enhances the use of the learning data which can even be utilized to make predictions pertaining to employee effectiveness just by the level of engagement measured through their completion of

the micro-learning components. Finally, Fix it will address the recommended suggestions for employee improvement and building ongoing successful training experiences (Garn, 2017).



GetOnBoard Inc. is committed to high quality personalized corporate training with a global perspective. Our instructional design uses research based practices that allows for engaging learning. We offer competitive prices, state of the art technology and outstanding service. The following fees are based on a one-year contract.

The Monsanto Training Initiative
 New Employee Orientation Program
 “Using Company Technologies Appropriately”

Proposed Fee Schedule

| Task | Fees |
|---|--|
| Project Manager/Trainer | \$1000.00 day for training |
| Conduct Needs Assessment: Meet with HR Manager and committee to identify topics to be covered by training modules. | \$1000.00 day for needs assessment |
| In Person Training: Person to person training for HR Manager and staff. | \$75.00 x 20 hours |
| Monitor analytics: to improve content and training modules, this included monthly articulation meetings | <ul style="list-style-type: none"> • Estimate based on services provided |
| | Total: \$3,500.00 |
| Instructional Designer | \$100.00 x 160 hours |
| Create Content: The instructional designer will create content for the following topics: <ul style="list-style-type: none"> • Acceptable Use of Technology • Social Media • Information Security | <ul style="list-style-type: none"> • Estimate based on timeline of four weeks |

| | |
|---|-------------------|
| <p>The instructional designer will create differentiated training modules for each topic using the modes of delivery:</p> <ul style="list-style-type: none"> • Interactive Multimedia Module • Game-based Learning Module • Social Learning Module <p>Course Content Revisions: Unlimited content revision during the contract period. Please see stipulated agreement on turnaround time</p> | Total \$16,000.00 |
| <p>Unlimited Access and Unlimited Users</p> <p>Monsanto will have unlimited access and users</p> | \$ 25,000.00 |
| <p style="text-align: center;">Ongoing Tech Support</p> <p>Dedicated tech team and 24-hour help line for Monsanto</p> | \$12,000.00 |
| <p>Total</p> | \$56,500.00 |

Source: Based on <https://www.learningsolutionsmag.com/articles/406/how-to-determine-the-real-cost-of-e-learning-programs>

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training modules, this included monthly articulation meetings \$1000.00 day for needs assessment \$75.00 x 20 hours ? Estimate based on services provided Total: \$3,500.00 Instructional Designer \$100.00 x 160 hours Create Content: The instructional designer will create content for the following topics: ? Acceptable Use of Technology ? Social Media ? Information Security ? Estimate based on timeline of four weeks The instructional designer will create differentiated training modules for each topic using the modes of delivery: ? Interactive Multimedia Module ? Game-based Learning Module ? Social Learning Module Course Content Revisions: Unlimited content revision during the contract period. Please see stipulated agreement on turnaround time Total \$16,000.00 Unlimited Access and Unlimited Users Monsanto will have unlimited access and users \$ 25,000.00 Ongoing Tech Support Dedicated tech team and 24-hour help line for Monsanto \$12,000.00 Total \$56,500.00 Source:

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