



The Framework

Tell me and I forget.

*Teach me and I
remember.*

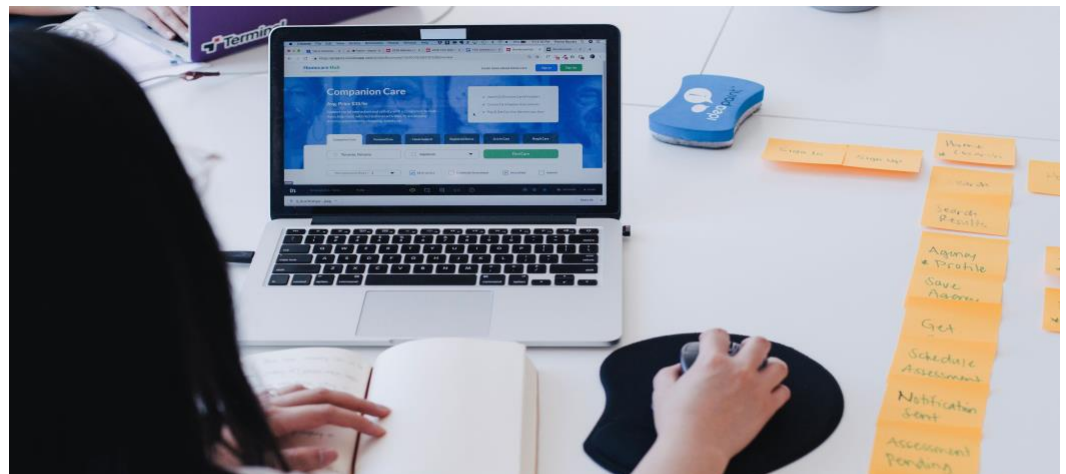
*Involve me and I
learn.*

- Benjamin Franklin

Good instructional design will motivate learners to do what is necessary to advance the strategic goals of UC Procurement.

For the success of every communication and training project, we will always:

- List the knowledge and skills that need to be taught—the learning goals and performance objectives that you want the learners to achieve.
- Identify the learners and their characteristics, determine what they know and don't know, understand their attitudes and perspectives, and describe their work environments.
- Adapt an instructional framework to create a strategy that will effectively and efficiently achieve project goals, teach learners what they need to know, and balance project team constraints.
- Request and obtain approval of the instructional strategy, schedule, and budget from key stakeholders.
- Inventory the knowledge, skills, and resources needed for success. Ask for help, fill the gaps, anticipate barriers, and exploit opportunities.
- During development, ask subject matter experts, stakeholders, and select learners to test instructional materials and identify areas for improvement.
- After the communication & training materials are published, evaluate the effectiveness of instruction by collecting learner activity data and feedback.





Too schmaltzy?

UC is the top tier in higher education.

Isn't marketing beneath us?

Not if the message is:

Empathetic

Authentic

Passionate

The Communication & Training Framework is a tool designed to help UC Procurement staff develop a communication & training strategy and plan that will be effective and efficient. It is designed to address learners' needs as well as balance the needs and constraints of the project team. For the convenience of communication and training project leads, models for instructional strategies are available for these training areas:

- New Employee Onboarding
- Information Systems
- Travel Management Services
- Policy Communication and Implementation
- Strategic Sourcing Methods and Best Practices
- Sourcing Analysis Methods and Best Practices

Marketing Communications

Create marketing messages that resonate with your audience, raise their awareness of the project, and motivate them to learn more.

This is an important first step in the market development process. It is a process that develops learners' and clients' need for the thing you want them to adopt, such as a systemwide agreement, business application, or policy. It also motivates them to participate and invest their time. The more they invest, the more they will own it and eventually adopt it.

Benefits

Marketing communications...

- Attract attention
- Raise awareness
- Motivate

Basics

1. Target your audience—listen to their pain points and the language they use to describe it.
2. Use their words and pictures to craft 2-3 short messages that are attractive, resonate, and motivate.
3. Test the messages with volunteers from the audience.
4. Use their feedback to identify the most effective message. Revise it. Test it again, if necessary.
5. To ensure your audience gets the message, use a variety of direct and indirect methods to deliver your messages.

Review marketing communications best practices [here](#).

The only thing worse than training your employees and having them leave, is not training them and having them stay.

- Zig Ziglar

Online Training

Use an online learning management system (LMS) to deliver a training course that learners can complete anytime and from any location. Learners can work at their own pace, which helps them absorb and process new concepts and skills.

An online LMS supports multimedia presentations, quizzes, group discussions, and a gradebook that tracks learners' mastery of concepts and skills.

Online training reduces the need for live instructor-led training, which is difficult to provide consistently when there are few trainers and many learners at a variety of different locations.

Online training should satisfy the needs of at least 80% of learners. This frees time for instructors to provide personalized help to learners who need it.

Benefits

Online training...

- Enables learners to self-enroll at any time, from anywhere.
- Ensures delivery of consistent, high-quality instruction.
- Allows learners to go at their own pace.
- Auto-tracks learner progress and completion.

Basics

1. Use the online course storyboard to design the course. View course template [here](#).
2. Divide subject matter into modules with learning objectives to organize the course.
3. For each learning objective, create a multimedia presentation, 2-3 quiz questions, and quick-reference guides and job-aids as needed.
4. Take a “microlearning” approach. Chunk content into bite size pieces to make it easier for learners to absorb and process quickly. Audio or video presentations should be no longer than 5 minutes.
5. Use text and pictures for complex topics. Use audio and pictures for simpler ideas. Use video for short demonstrations. See Communication & Training Multimedia Guide [here](#).
6. Enable learners to download quick-reference guides and job aids.
7. Include a learner satisfaction survey and analyze aggregated learner quiz data to identify and address problems in instruction.

Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.

- Margaret Mead

Workshops and Webinars

Live instructor-facilitated workshops or webinars are best used for collaboration, discussion, problem solving, planning, and/or personal coaching relatively small groups of learners.

Workshops and webinars are not effective for lengthy (more than 15 minutes) stand-and-deliver presentations. Research has found that it is hard for most learners to follow and process even simple concepts or tasks presented during a live presentation. Common wisdom, supported by some evidence, says that learners' attention begins to fade after 20 minutes or so.

Webinars are less effective for large groups (more than 10 people). Large group events are difficult to schedule, reduce learners' ability to participate, and tend to result in presentations rather than collaborations. This is a particular challenge for UC Procurement Services, which provides training to many learners who are located on UC campuses across the state.

Benefits

Workshops and webinars...

- Enable trainers to personalize learning and coach individually
- Collect learner feedback
- Generate ideas for solving problems
- Create social networks
- Build empathy between cross-functional teams.

Basics

1. **Schedule 45 minutes for the workshop.** This adds urgency and focus. It also gives participants 15 minutes to prepare for their next meeting or engagement.
2. **Send participants an agenda at least a day or two before the workshop.** Identify the learning goal and the activities designed to achieve the goal.
3. **Limit number of participants to 10 or less.** Smaller groups give everyone an opportunity to participate and are easier to schedule.
4. **Focus on one main learning goal.** Be strict, table other topics for future workshops.
5. **If a presentation is required, limit it to 15 minutes or less.** As an alternative, consider sending the participants something to read or watch ahead of time.
6. **Ask someone to take notes.** After the workshop, send the notes to the participants and ask them to review, correct, or write additional thoughts. The notes can later be used to document best practices for future trainings.

See workshop\webinar best practices [here](#).