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eLearning course development SOP

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Introduction

Objective

To ensure a structured and efficient development process for eLearning modules, maximizing the effectiveness of the content delivered to learners. This SOP aims to establish clear guidelines for all stakeholders involved, from content creation to final deployment and evaluation.

Scope

This SOP applies to the development of eLearning modules by the ECOFEL Team. It includes the responsibilities of instructional designers, project managers, SMEs, and other stakeholders.

Definitions



eLearning Module

A digital learning experience designed to cover a specific topic or skill in an engaging format.



SME (Subject Matter Expert)

An individual with in-depth knowledge of a specific subject who provides the source content for the eLearning module.



ID (Instructional Designer)

A professional responsible for designing and structuring the eLearning module.



ECOFEL (The Egmont Centre of FIU Excellence and Leadership)

Composed of the Program Manager, Senior Officers, Junior Officer, Admin Assistant, and Communications Officer.



EGS (Egmont Group Secretariat)

A multicultural and diverse team of experts united in their goal to support the exchange of information, knowledge, and cooperation between member FIUs (Financial Intelligence Units).

Responsibilities



ID

Develop the instructional strategy, storyboard the content, develop the course and design all visual elements, including graphics.



PM (Project Manager)

Oversee the project timeline, manage resources, and ensure deliverables are met.



SMEs

Provide accurate and comprehensive source content and review the module for technical accuracy.



ECOFEL Team

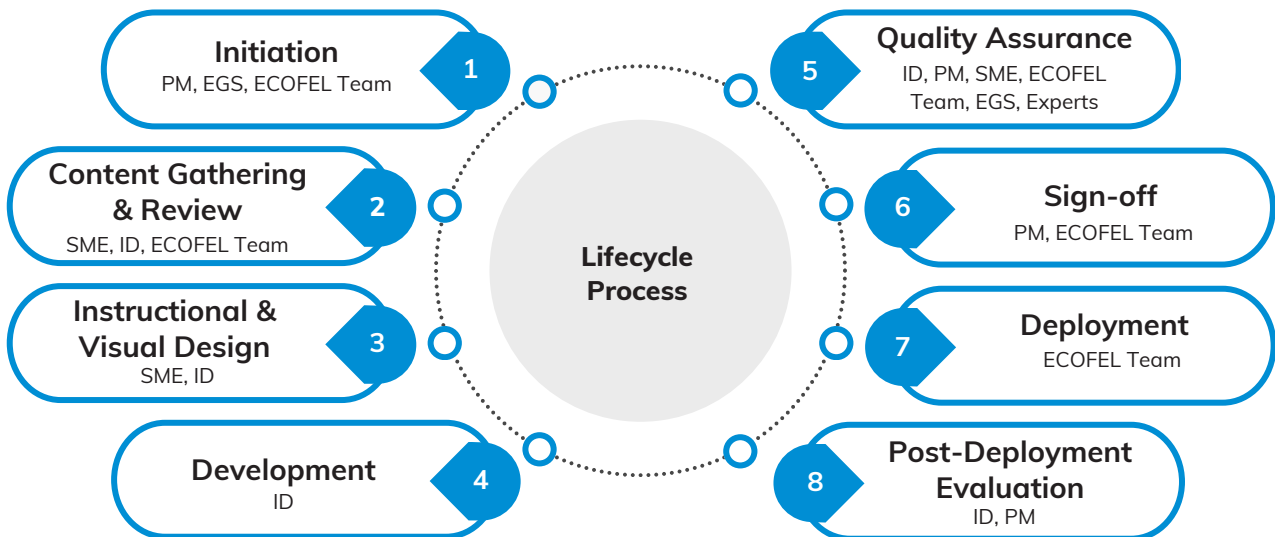
Review and provide feedback at various stages of the module development.



EGS

Support the development process through funding, reviewing content and ensuring alignment with global FIU community goals.

Lifecycle Process



01

Initiation

- Module Scoping (PM, ECOFEL Team): Define objectives, target audience, and learning outcomes.
- SME Engagement (PM, EGS): Identify the SME and set expectations.

02

Content Gathering & Review

- Content Development (SME, ID): SME provides source content and interactive components in the form of Word documents, presentations, website links, training handouts, videos, case studies, quizzes, etc.
- SME highlights must-know vs. good-to-know content.
- SME provides 20 multiple-choice questions for the assessment.
- Ensure source content does not exceed 80,000 words for every 60-minute course.
- Instructional Designer reviews content for clarity and completeness.
- ECOFEL Team reviews and finalizes the source content.

03

03

Instructional and Visual Design

- High-Level Course Design (SME, ID): Develop the module outline based on learning objectives.
- Storyboard Development (SME, ID): Create a storyboard detailing the flow, interactions, and assessments.
- Finalize the assessment questions for the certification.
- Instructional Designer designs all visual elements, including graphics, for the module.
- Review storyboard and visuals with SME for content accuracy and visual appeal.
- Adjust storyboard and visuals based on SME feedback.

04

Development

- Module Development Alpha (ID): Integrate content and visuals into the authoring tool. Conduct Alpha testing internally.
- Translate the course into UN official languages.
- Review Alpha version with the ECOFEL Team and EGS. Ensure that the ECOFEL Accessibility Guidelines are followed.
- Module Development Beta (ID): Revise and develop the Beta version.
- Review Beta version with the ECOFEL Team and EGS.

05

Quality Assurance (QA)

- Conduct QA involving relevant stakeholders such as ID, PM, SME, ECOFEL Team, EGS, Egmont Working Groups and Regions, Experts.
- Proofread translated courses. Ensure accuracy, inclusivity in graphics and content, consistency, user-friendliness and accessibility across all translated materials.
- Identify and fix issues before sign-off.

06

Sign-off

- Obtain sign-off from the PM and ECOFEL Team.

07

Deployment

- Deployment (ECOFEL Team): Upload the module to the Learning Management System (LMS).
- Communicate availability to learners.

08

Post-Deployment Evaluation

- Evaluation (ID, PM): Collect feedback from learners and stakeholders.
- Analyze performance metrics (e.g., completion rates, assessment scores).
- Make iterative improvements as needed.

Guidelines for SMEs

Content Submission

- Provide content in editable formats (Word documents, PowerPoint presentations, etc.).
- Ensure all information is accurate, up-to-date, and relevant to the learning objectives.
- Highlight must-know vs. good-to-know content.
- Include 20 multiple-choice questions for assessment.
- Ensure content does not exceed 80,000 words per 60-minute course.
- Ensure that the content upholds relevant industry standards, legal requirements and best practices.

Collaboration

- Be available for regular check-ins and reviews with the Instructional Designer.
- Provide prompt feedback on drafts and mockups.
- Be open to suggestions for enhancing content to improve learner engagement.

Review Process

- Thoroughly review storyboards, Alpha, and Beta versions for accuracy.
- Communicate any necessary changes clearly and promptly.
- Provide final approval only after ensuring all content is accurate and aligned with learning goals.

Quality Assurance



Internal Reviews

Conducted at key milestones to ensure instructional quality, visual+textual consistency, and technical functionality.



SME Sign-off

Required at key stages (outline, storyboard, Alpha, Beta) to ensure content accuracy.



Stakeholder Approval

Final sign-off before deployment to confirm alignment with learning objectives.

Records Management

- Store all project documentation, including storyboards, design files, and SME feedback, in a centralized, accessible location - Trello.
- Maintain a version history of all drafts and revisions.

References

Tools Used:

Authoring Tools: Articulate Storyline, Articulate Review

Visual and Media Creation: HeyGen, iStock, Vyond, Pexels, IconFinder, Canva

Learning Management System (LMS): Docebo

Voice Over: WellSaid Labs