

eLearning course development SOP for SMEs

20
24

Version: 2.0

Effective Date: 23/09/2024

Prepared By: Alisha Khan

Approved By: Marko Stolle

Index

<u>Objective</u>	_____	01
<u>Scope</u>	_____	01
<u>Sharing Content</u>	_____	02
<u>Reviewing Course Outline</u>	_____	05
<u>Reviewing Storyboard</u>	_____	06
<u>Reviewing Course</u>	_____	07

Introduction



Objective

To provide a structured process for developing eLearning courses, ensuring that content is clear, accurate, and effective for expert-level learners. This SOP will guide Subject Matter Experts (SMEs) in sharing source content, images, charts, and diagrams, and outline the review processes at different stages of course development.

Scope

This SOP applies to all SMEs, instructional designers (IDs), and stakeholders involved in the creation of eLearning courses on various topics. The document is divided into four key sections: Sharing Content, Reviewing the Outline, Reviewing the Storyboard, and Reviewing the Course.

Sharing Content

Guidelines for Providing Content

01 Understanding Content Types

Fundamental Content

This is for the development of the fundamental module. It includes the main topics, facts, concepts, and information that learners must understand and remember. Focus on essential information related to the subject matter.

Supplementary Content

This is for the development of the advanced module. It includes additional details or examples that help reinforce the core content. It's useful for learners who want to explore topics in more depth.

Learning Objectives

Clearly define what the learners should know or be able to do by the end of the course. These objectives should be specific and aligned with the course's overall goals.

02 Preparing and Structuring Your Content



Text Documents: If submitting a Word document, divide the content into sections with clear headings and subheadings. Include a table of contents for easier navigation if the document is lengthy.

Presentations: If using PowerPoint, include explanatory notes on every slide to provide additional context and clarify key points.

Topic Prioritization: Provide a list of topics in order of importance, ensuring foundational topics are covered first before progressing to more advanced subjects.

Examples and Case Studies: Incorporate real-world examples or case studies to illustrate key concepts to make the content more relatable & easier to understand.

Assessment Questions: Include 20 multiple-choice questions that align with the learning objectives. Make sure the questions correspond to the objectives.

03 Submission Checklist

Learning Objectives

Clearly state these at the beginning of the document.

Training Needs Analysis (TNA) Form

Complete and submit the **TNA form** to ensure the content aligns with learners' needs and course objectives.

Word Limit

Ensure the content does not exceed 80,000 words per 60-minute course.

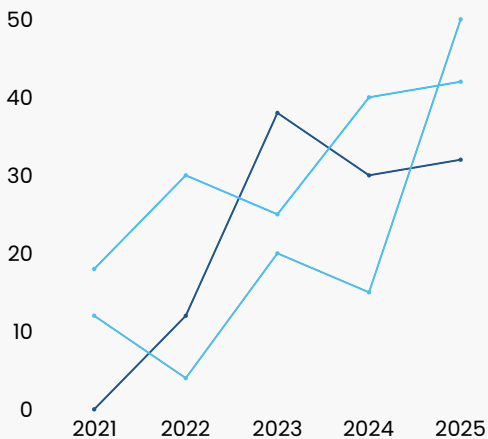
Content Breakdown

Differentiate between must-know and good-to-know information to guide the learner's focus.

Guidelines for Sharing Images, Charts, and Diagrams

01 Understanding Visual Content

- **Images:** Use to represent concepts visually, making the content more engaging and easier to understand.
- **Charts:** Utilize to visualize data, trends, and relationships between different variables, especially for presenting statistical information.
- **Diagrams:** Use to illustrate processes, structures, or systems, explaining how different parts are connected.



02 Preparing and Describing Your Visuals

- **High-Quality Images:** Ensure all images are high resolution, clear and relevant to the content.
- **File Formats:** Save visuals in common formats like PNG, JPEG.
- **Clear and Simple Charts:** Use simple designs for charts, avoiding clutter.
- **Detailed Diagrams:** Clearly label diagrams, and if complex, consider breaking them down into smaller, more manageable parts.
- **Descriptions:** Provide a brief description for each visual, explaining its relevance and how it connects to the content.

03 Submission Checklist



Relevance

Ensure each visual is directly relevant to the accompanying content and enhances the learner's understanding.



File Naming

Name files logically, reflecting their content (e.g., "Risk_Management Process_Diagram.png")

Reviewing Outline

Objective

Ensure that the course outline aligns with the learning objectives, includes all critical topics, and follows a logical sequence.



Review Criteria

- Alignment with learning objectives
- Logical flow and structure
- Coverage of all essential topics
- Estimated duration of each module
- Initial thoughts on assessment questions
- This is what a **high-level outline** looks like.



Feedback Mechanism

- Use the checklist on Sheet 2 of the outline as a basis to review it.
- Provide consolidated feedback within 3-5 business days.
- Provide the feedback in **Column H**.

G	H
Remarks/Queries? Notes to the SME	SME Comments/Feedback
Provide any additional stats or data points if available.	
Could you share a more recent case study?	

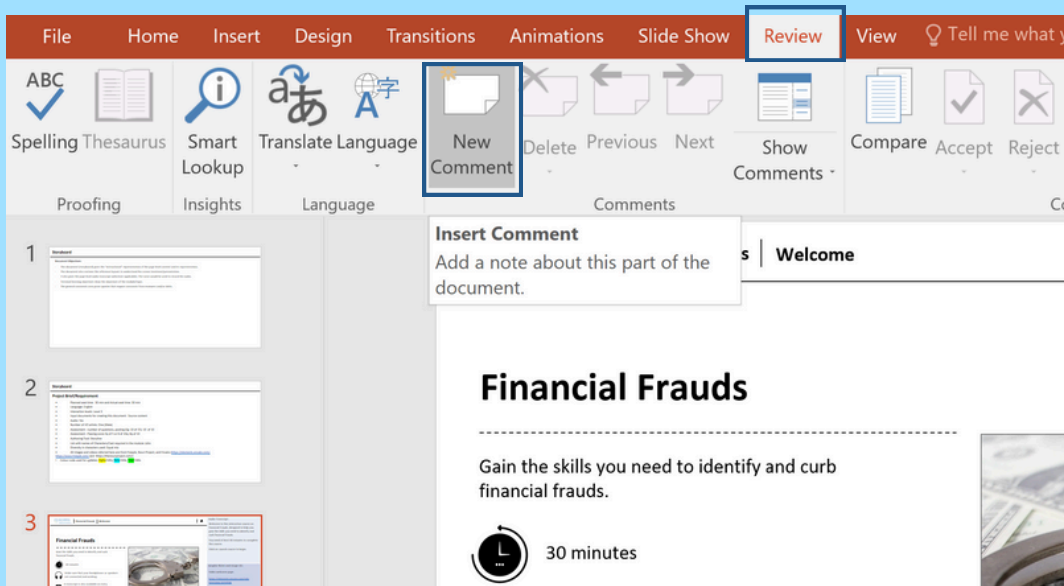
Reviewing Storyboard

Objective

Validate the instructional approach, content accuracy, and visual design as outlined in the storyboard.

☆ Review Criteria

- Content accuracy and clarity
- Visual representation and alignment with content
- Engagement level of instructional strategies (e.g., scenarios, case studies)
- Alignment with Bloom's Taxonomy and cognitive levels
- Consistency in tone and terminology
- This is what a **storyboard** looks like



Feedback Mechanism

- Use the checklist on slide 9 to review the storyboard.
- Provide feedback within 5-7 business days.
- Add comments to give feedback. To add feedback, Select the object or slide you want to comment on. Select **Review > New Comment**. You can also go to **Insert > New Comment**.
- In the Comments pane, type your message in the box and select **Post**.

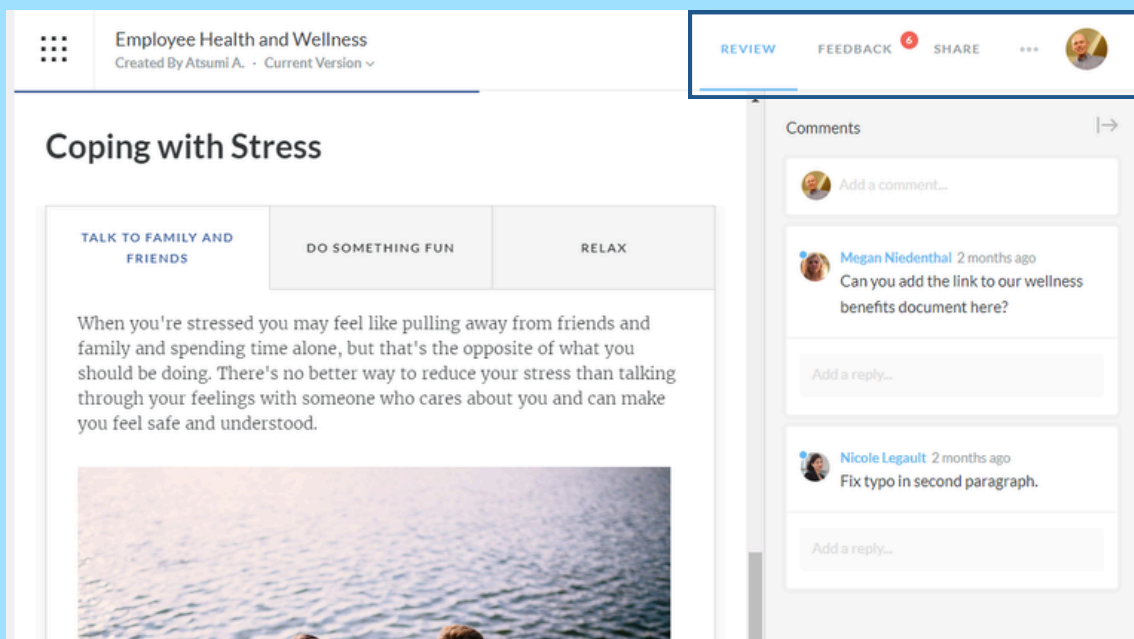
Reviewing Course

Objective

Ensure the final course is ready for deployment, meeting all quality standards, and effectively delivering the learning objectives.

☆ Review Criteria

- Functionality and technical aspects
- Content accuracy and consistency
- Visual and interactive elements
- Assessment alignment with learning objectives
- Overall user experience and accessibility



Feedback Mechanism

- Provide final feedback within 7-10 business days.
- Ensure all issues are addressed before the final sign-off and deployment.

Notes

- The content ownership is exclusively reserved for ECOFEL and the Egmont Group and must not be repurposed for other courses.
- The SME is responsible for ensuring all materials are IPR-free or appropriately licensed. ECOFEL assumes no liability for any violations.

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