Course Correction

Creating Personalized Learning Journeys

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Meet the Speakers

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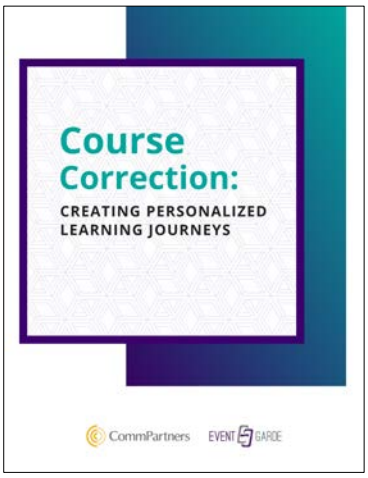
Learning Journey Toolkit



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Agenda

- **1.** Why personalized learning journeys?
- **2.** Identifying your association's educational assets
- **3.** Evaluating the organization of educational assets
- **4.** Examining segmentation as a means of organization
- **5.** Creating sample segment/learning journey
- **6.** Marketing your content
- **7.** Tips for leveraging your LMS

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Why personalized learning journeys?

For learners

- Crowded content library
- Not sure when to access which assets
- Increased education options

For associations

- Tighter budgets
- Need to demonstrate member/learner engagement, value, ROI and differentiation
- More online traffic

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Identifying your educational assets

In-Person Events

- ☐ Conferences
- ☐ Seminars
- ☐ Workshops
- ☐ Annual Meetings
- ☐ Onboarding/Training
- ☐ Networking Events

Virtual Events

- ☐ Conferences
- ☐ Webinars
- ☐ Networking Events
- ☐ Certification Opportunities
- ☐ Onboarding/Training

Print Assets

- ☐ White Papers
- ☐ Journals
- ☐ Magazine
- ☐ Infographics
- ☐ One-sheets

Digital Assets

- ☐ Blog
- ☐ Website
- ☐ Magazine
- ☐ Podcast
- ☐ Video
- ☐ Social Media

eLearning Assets

- ☐ Online Courses
- ☐ Micro Learning
- ☐ Recorded Sessions
- ☐ Blended Learning
- ☐ Social Learning

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What we may already know

- Information gathered or provided
- How do you effectively use this information?
- Creating personalized experiences?

Member Status / Type	Learner History
Interests	How to use this information

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Evaluating the organization of educational assets

- Asset organization options:
  - Chronological
  - Career Stage/Level
  - Member Role
- How do you organize your assets?
- What works best for your organization?

Chronological	Career Stage/Level
Member Role	How do you organize?

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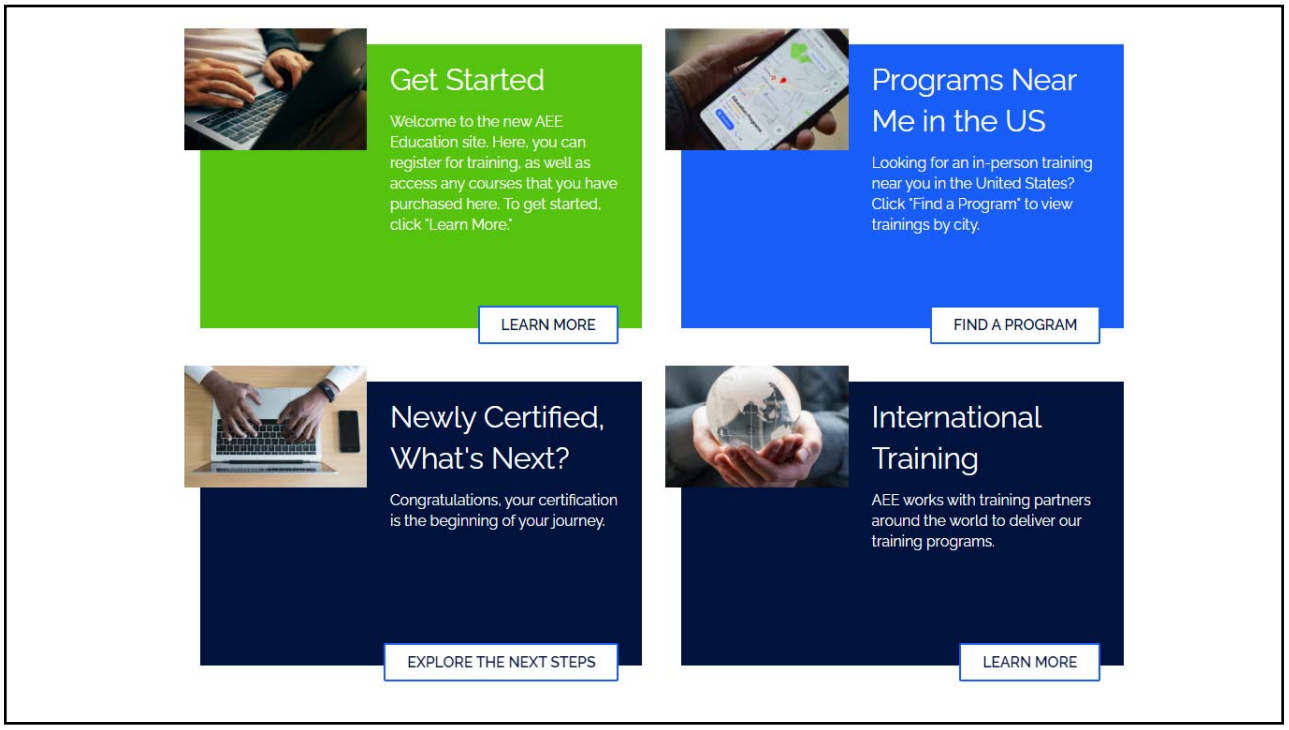

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Examining segmentation as a means of organization

	CAREER STAGE/LEVEL	MEMBER ROLE

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Creating sample segment/learning journey

- Now you can guide your learners through their learning journeys
  - Education team will act as "advisors"
- Considerations for a clear path to "graduation"
  - Individualized assessments
  - Course corrections along the way
  - Hand-picked courses
  - Credentialing to demonstrate achievement
- Pathways could be for stand-alone course or comprising a series of interventions over an extended period of time

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Marketing your content

Website

- Leverage your LMS
- Maximize your website
- Provide supplement to chronological listings

Video

- Share sample speaker content
- Invite learners to share video testimonials
- Record introductions

Email Campaign

- Use a drip campaigns
- Use automation

Ambassadors

- Ask learners and speakers to become ambassadors
- Ambassadors can facilitate discussions, leave reviews, and become spokespeople

Blog Posts

- Benefits of personalized learning journeys
- Provide learning journey examples
- Meet faculty and learners
- Sample content/outcomes

Social Media

- Clearly promote the various pathways your learners can take
- Promote new courses, webinars, and events; show which pathways they fit into

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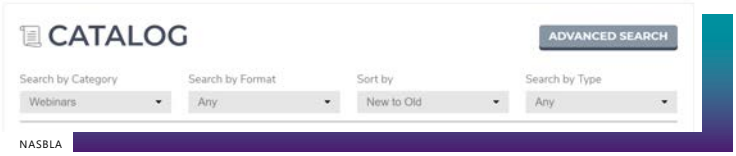
Creating Learning Paths on Elevate



NASBLA

- Tag content
- Organize into categories
- Create paths based on career type, member role, etc.

ACHA

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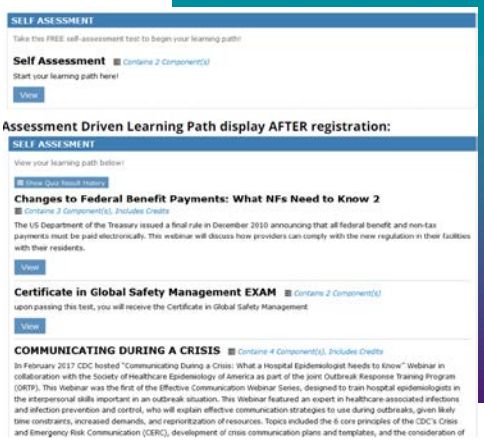
Elevate's Assessment Driven Learning Path

- Self-assesment quiz - "the advisor"
- Gauges a learner's knowledge of specific focus areas or quiz categories
- Learner is presented with a list of asset recommendations designed to improve their knowledge level within each focus area



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Questions?

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