

Course Correction:

**CREATING PERSONALIZED
LEARNING JOURNEYS**

IMPORTANCE OF CREATING PERSONALIZED LEARNING JOURNEYS NOW

Your learners are faced with a million distractions daily and when confronted with the daunting task of choosing from a massive learning catalog, one can easily become overwhelmed with questions:

- What education is most relevant to me right now?
- In what order should learning interventions be completed?

Providing learners with simple and personalized learning paths will eliminate confusion while selecting the most appropriate content for them and ensuring your education portfolio/LMS is seeing increased ROI, repeat engagement, and is utilized to its maximum potential. In today's virtual environment of tighter budgets and increased competition, especially in light of the pandemic, associations are using online learning to reach out to their community, so make sure your strategy is personalized, easy, and effective.



IDENTIFY YOUR ASSOCIATION'S CURRENT EDUCATION ASSETS

In-person events

- Conferences
- Seminars
- Workshops
- Annual Meetings
- Onboarding/Trainings
- Networking Events

Virtual events

- Conferences
- Webinars
- Networking Events
- Certification Opportunities
- Onboarding/Trainings

Print assets

- White Papers
- Journals
- Magazines
- Infographics
- One-sheets

Digital assets

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

eLearning assets

- Online courses
- Mico learning
- Recorded sessions
- Blended learning
- Social learning

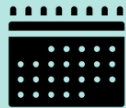
Other assets

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EVALUATE YOUR ASSOCIATION'S CURRENT ORGANIZATION OF EDUCATION ASSETS

How do you organize your education assets: chronologically, career stage/level, or member role? These three examples demonstrate how you might organize your education portfolio/LMS assets. Note the one that most closely resembles your organization's strategy. If you're using a different method, use the blank space to provide a brief overview.



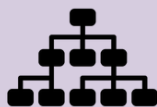
CHRONOLOGICAL

- Date Posted
- Date Occurred
- Upcoming Events
- Event Calendar



CAREER STAGE/LEVEL

- Emerging Professionals
- Tenured/Established Professionals
- Senior Professionals
- Chief Executive Officers


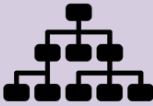


MEMBER ROLE

- CSEs, Aspiring CSEs & Senior Staff
- Advocacy (Government Relations & Public Policy)
- Meetings, Events & Hospitality/Sales
- Marketing, Communications & Public Relations
- Membership & Volunteer Management
- Professional Development & Credentialing

EXAMINE SEGMENTATION AS A MEANS OF BETTER ORGANIZING EDUCATION ASSETS

Choose one of the two organization methodologies below. Enter the natural segment categories at left. Brainstorm learner persona characteristics at right.

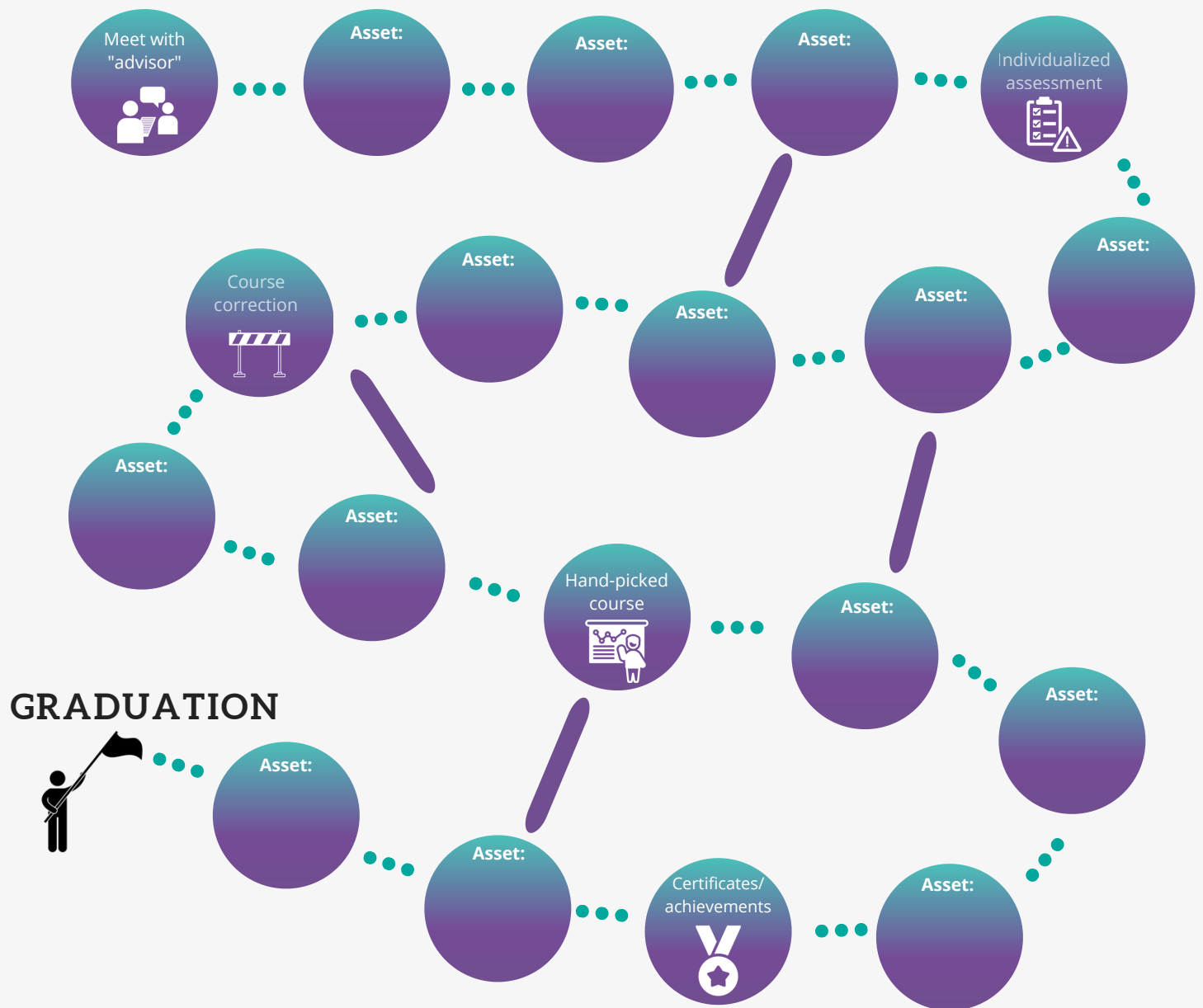
	 CAREER STAGE/LEVEL	 MEMBER ROLE

DEVELOP A LEARNING JOURNEY FOR A SAMPLE SEGMENT

Your education team will now serve as “advisors,” guiding your members through their personalized learning journeys. It begins with their very first education program and ends at “graduation,” with the acquisition of new knowledge, skills, or abilities.


WELCOME TO YOUR LEARNING JOURNEY!

SEGMENT NAME:



MARKETING YOUR CONTENT

Marketing your newly organized content will draw your learners to your education portfolio/LMS, and get them enrolled in your courses and engaged with your assets.

 WEBSITE	 VIDEO	 EMAIL CAMPAIGNS
 AMBASSADORS	 BLOG POSTS	 SOCIAL MEDIA
<ul style="list-style-type: none">• Leverage your LMS to implement successful learning journeys.• Maximize your website to take the guesswork out of education offerings.• Supplement chronological listings with other options.	<ul style="list-style-type: none">• Share sample speaker content through recorded videos.• Invite learners to share video testimonials of their experiences.• Record introductions to volunteer/staff advisors.	<ul style="list-style-type: none">• Use drip campaigns to thoughtfully engage different audience segments.• Use automation, triggered by the completion of a program, to encourage future enrollments.
<ul style="list-style-type: none">• Ask learners and speakers to become ambassadors.• Have ambassadors facilitate discussions, leave reviews, and become spokespeople for specified education assets.	<ul style="list-style-type: none">• Blog about the benefits of personalized learning journeys.• Provide different learning journey examples.• Meet faculty and learners.• Sample education content and learner outcomes.	<ul style="list-style-type: none">• Clearly promote the various pathways your learners can take.• When promoting new courses, webinars, and events, show which pathways they fit into.



NOTES

