Evidence Driven Instructional Design with Jason Gorman

Thank You for Attending!
May 27, 2014
7pm EST
**COMMUNICATION INSTRUCTIONS:**

- You are in listen-only mode
- You can raise your hand or use an emoticon using the icon at the top left of your screen.
- Type text in the Chat area to send a message or ask questions at any time.
As Vice President of Learning Experience Design Services, Jason works with his team to shape the learner’s environment as a natural, vibrant, intellectual, and emotionally engaging space—in which learners build their own knowledge. Six Red Marbles has a diverse pool of clients from diverse sectors, including: K–12 schools, universities, nonprofits, and for-profit businesses (including ed tech startups).
WHAT CHALLENGE DO YOU HAVE?

• Think about an educational challenge that you need to or want to solve.

• What information, insight, and evidence do you need to create a great solution?

• How will you gather it? How will you track it?

• How will it drive your design?
Evidence-Driven Instructional Design

- What is it?
- What is involved?
- What challenges does it solve?

Analysis  Design  Development  Implementation  Evaluation
Evidence-Driven Instructional Design

evidence should drive early understanding and decisions

Analysis Design Development Implementation Evaluation

evidence gathering is ongoing

Analysis Development Design
Many Instructional Designers don’t do deep analysis because of:

- Budget
- Time
- Lack of manager or client buy-in
- Too much focus on the technology
- Over-reliance on best practices and past experiences
- No process for gathering, organizing, or using evidence
THE IMPACT OF DESIGN WITHOUT EVIDENCE

A design without evidence might not:

• address true learner need
• leverage what we know of pedagogy and theory
• address organizational or client requirements
• uncover the technical requirements
• account for the authentic performance setting
• include the right content
Think of your challenge. From the start, how will you:

• address true **learner** need?
• leverage what we know of **pedagogy** and **theory**?
• address **organizational or client** requirements?
• uncover the **technical** requirements?
• account for the authentic **performance setting**?
• include the right **content**?
What other core considerations and stakeholders belong on your map?
Map Core Considerations and Stakeholders

- Business or Organization
- Performance Setting
- Content
- Technology
- Pedagogy and Theory

Research:
- Literature on Subject
- Pedagogy and Theory
- Interviews of learners and experts
- Observation of learners in performance setting
- Business Requirements
- Technical Requirements

What research will you need to do?
Research:

- Literature on Subject
- Pedagogy and Theory
- Interviews of learners and experts
- Observation of learners in performance setting
- Business Requirements
- Technical Requirements
How will you manage the complexity of your findings?
Evidence-Driven Standards Document
Evidence-Driven Standards Document

- is a checklist to be used continuously in design, development, and evaluation
- consolidates findings into usable evidence-based checklist
- references where each standard originated
- not static: changes as you learn
- tracks changes and origins of new standards
- provides basis for extensive metrics for measuring ROI
Evidence-Driven Instructional Design

Analysis

Evidence-Driven Standards Document

Development

Analysis

Design

Implementation

Evaluation

Evidence-Driven Instructional Design
If you manage knowledge and insight, what would the impact be?
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Thank you!

and

Q & A

Jason Gorman

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<thead>
<tr>
<th>Brandeis GPS Master’s Degrees</th>
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<tbody>
<tr>
<td>Bioinformatics</td>
<td>Instructional Design &amp; Technology</td>
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<tr>
<td>Digital Marketing and Design</td>
<td>Project &amp; Program Management</td>
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<td>Health &amp; Medical Informatics</td>
<td>Software Engineering</td>
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Jason Gorman: ‘Evidence-Driven Instructional Design’
Thank you for attending!

@BrandeisGPS

Connect with us!

Jason Gorman: 'Evidence-Driven Instructional Design'