Project Information

Project Title:	Informational Meetings (in the job search process)		
Project Description:	This eLearning module will be focusing on basic job search skills		
Gap Analysis:	**Desired Status:** Job seekers will find, schedule, and facilitate effective informational meetings in their jobs search.	**Actual status:** Job seekers don't know how to find people to meet with or what to say when they meet.	**Need:** Training to teach job seekers how to network to set up an informational meeting and what to say in the meeting.

Roles and Responsibilities

Learning Designer:	Molly Schultz
Critical Project Stakeholders:	Mike Johnson, Co-Director of Passport to Employment
Subject Matter Experts (person or resource):	Mike Johnson (Passport to Employment) Dennis Cake (Passport to Employment Staff) Bruce Flanagan (Passport to Employment Staff) Passport to Employment Guidebook (Book) Survive and Thrive in Your Job Search (Book)
Other Contributors:	Staff of Passport to Employment

Learner Analysis

Target Audience:	Adult job seekers who have been out of the job market for one month to a year.
Unique Characteristics of Learners:	Are unemployed or underemployed. (Most) Between the ages of 30-55. May or may not be computer proficient. Need a free resource. Have various professional and personal backgrounds. Are any gender. Have several previous professional experiences. Looking for work/life balance. Looking for companies with a mission. Looking for professional development and feedback.
Research / Theory / Model Selected in Response to Learners' Needs:	Merrill's Principles of Instruction (Burton, 2022; Pappas, 2021) **Problem Centered:** Job seekers have trouble getting positions because they spend time applying to jobs online instead of networking and leveraging relationships. Job seekers must be able to meet and facilitate informational meetings. **Demonstrate:** See success stories of real people who obtained employment through informational meetings. **Activate:** Use the templates and a 30 second infomercial and marketing profile. **Apply:** Student makes their own list of questions to ask in an informational meeting. **Integrate:** Make a list of target companies or people in your network. **Engage:** Upon completion the learner is ready to set up and facilitate informational meetings.
Instructional Design Model	ADDIE

Project Content

Project Goal:	Job Seekers will be able to set up informational meetings and leverage them in their job search.

Learning Objectives:	• Students will identify target companies and people to meet for informational meetings. • Students will be able to facilitate an effective informational meeting.
Description of Engagement Strategies/ Interaction	Engagement strategies: • Early in the module the student will see several videos of job seekers who successfully obtained employment using the information meeting method. • The module will be focused on prompting the learner to identify their own network and questions to ask therefore using critical thinking to make choices. Articulate Rise 360 Interaction types: • Checklist interactions: The learner will need to complete a checklist of tasks that verify they have met the learning tasks and objectives. • Conversation interactions: The learner will find the appropriate way to ask for an informational meeting and the appropriate questions to ask in the meeting.
Assessment Plan:	There will be multiple choice quizzes during the module and short answer questions.

Course Deliverables

LMS Platform or Authoring Tool to be Used:	Articulate Rise 360
Description of Deliverables / Course Assets:	Needs analysis Course Design Document Storyboard template Script for the audio and dialogues

	Standalone, self-paced, asynchronous elearning module that includes:
	
	• Clear navigation and directions
	• Videos
	• Narration
	• Downloadable job aids
	    o 30 second infomercial template
	    o Marketing profile template
	    o Potential questions
	• Learning activities
	• Quizes

References:

Burton, C. (2022, January 7). *What are Merrill's first principles of instruction? (and why you need it).* Thinkific. Retrieved October 5, 2022, from https://www.thinkific.com/blog/merrills-first-principles-of-instruction/

Pappas, C. (2021, May 12). *Merrill's principles of instruction: The definitive guide.* eLearning Industry. Retrieved October 5, 2022, from https://elearningindustry.com/merrills-principles-instruction-definitive-guide