Design Document

Training Title: Resident Education and Communication - Redwood Creek Apartments

Business Goal and Problem	The business goal is to retain residents through proper education and communication to reduce turnovers by 25%. Property managers will proactively provide appropriate communication and resources, and will respond to issues/complaints in a timely manner as outlined in the SL course. Currently, residents are having a hard time understanding policies and procedures, filing complaints with the parent company, and are not renewing leases.
Target Audience	The target audience is property managers at Redwood Creek apartment buildings, who are ages 30-60, lower middle class, and any gender. They have prior knowledge of being a property manager for 1-3 years. Their skills include: basic tech skills including how to email, use Word and Powerpoint, phone operation, and fixing simple maintenance issues around the complex. Most learners will use their work computer to complete this training.
Learning Objectives	**Terminal LOs:** 1) Provide new residents with comprehensive welcome packages. 2) Establish weekly meetings with residents to cover policies and procedures that residents are unclear about. 3) Respond to issues and complaints in a timely manner through multiple modalities. **Enabling LOs:** 1) Identify what is in a welcome package. Create a welcome package. 2) List the components of an effective meeting. 3) Use the resident portal.
Training Recommendation	**Delivery Method:** E-learning Storyline module with voiceover narration **Approach:** Scenario-based learning, with a continuous scenario that plays throughout the module. There are two knowledge checks with feedback.
Training Time	Approximately 20 minutes

Deliverables	Design Document Storyboard with script Storyline SCORM File Job Aids (an outline of a resident meeting, and a cheat sheet for when to respond to issues and complaints)
Training Outline	Introduction ● Welcome and Navigation Slides ● Business Goals ● Introduction to Scenario where a property manager avatar is talking with another property manager avatar about residents' complaints ● Learning Objectives Welcome Packages ● The three categories of a comprehensive Welcome Package are outlined: Introduction and Community Overview, Practical Information and Guidelines, and Maintenance and Security ● Within each category, three types of information are outlined: ○ Welcome Package: welcome letter, overview of amenities, and information about local services and points of interest ○ Practical Information and Guidelines: community rules and policies, emergency procedures and contact information, and utilities information ○ Maintenance and Security: routine maintenance tips, how to make a maintenance request, and security information ● Knowledge Check 1 Resident Meetings ● Preparation, agenda, and standards to follow for a resident meeting ● Knowledge Check 2 Issues and Complaints ● Issues and complaints are broken down into two categories: those that require an immediate response, and those that require a response within 24 hours ● Typical issues and complaints are outlined, covering how the property manager should respond Summary ● The avatars will review the main points of the training, including reviewing the learning objectives Assessment ● Five scenario-based questions Conclusion
Assessment Plan	**Level 2 Assessment:** A five question quiz assessment at the end of training will assess the learner's ability to properly educate and communicate with residents. The learner must pass with an 80% and can take the assessment as

	many times as necessary to pass. The questions will be multiple choice or select all that apply answers. The module will also contain two ungraded knowledge checks. **Level 3 Assessment:** After six months, collect data from the corporate office, including the number of complaints, and the lease renewal rate, for the property. In addition, interview the property managers that took the training after four weeks to inquire about their comfort level in creating a welcome package, holding meetings, and responding to issues and complaints.