Analyze

Learners:

Who are the learners? List the characteristics of your learners. What is their background (e.g., age, sociocultural factors)?

Broker/Owners of the Remax Franchize

- Brokers are licensed real estate agents. All real estate agents must complete transactions under the supervision of a Broker. The Broker facilitates transactions between sellers and buyers. They ensure that all transactions are lawful and that paperwork is completed correctly. They make sure that deals their relators are executing are legally compliant.
- Brokers can work independently or with agents.
- Brokers can perform tasks that real estate agents cannot. The main examples are moving money, mediating legal disputes, and hiring agents to work for them.
- They are members of the NAR (National Association of Realtors.)
- All brokers must be licensed in the state they are practicing in.
- They earn their income through commission.
- Types of Brokers- Principal Broker, Managing Broker, and Associate Broker

Prior Knowledge:

What do they already know?

- Brokers are experts in the real estate field. They are licensed agents in their state and must participate in continuing education to renew their license.
- They know how to manage multiple transactions at the same time and work in a fast paced environment. They are knowledgeable in assisting their agents and working with clients.

Content:

What is the scope of the content area for which you are developing this instructional material? Why are you teaching what you are teaching?

What do the learners need to know?

How much time do you have to teach this? or the learners to learn this?

- The content area focus for this instructional learning course is the principles of Adult Learning Theory.
- While brokers are experts in the real estate field, they may lack knowledge in how to educate the agents in their brokerage or their clients. Brokers can use Adult Learning Theory to instill a

culture of lifelong learning with their agents which will in turn make their agents feel supported and educated in their field. Brokers and their Agents can also apply the principles of Adult Learning Theory when educating their clients.

- Learners will need to know the five principles of Malcolm Knowles Adult Learning Theory and how they can apply this to their agents and clients.
- There will be five minutes for teaching and learning.

Delivery/Presentation?
How/where/by whom will this material be implemented?
What are the delivery options/teaching methods? (e.g., online module, problem-based learning, lecture, small group).

- The materials will be created and implemented by the manager of learning content and design- Ashley O'Carroll
- Delivery option will be synchronous virtual through Zoom
- Materials for the learning experience will be created in Storyline 360, and posted as a presentation link to a web server host.
- Teaching methods- instructor will complete activity to assess prior knowledge/make content relatable, explain objective or the why, and have learners complete an activity applying the information they learned.

Principle

What pedagogical principles are important to you and/or your learners (e.g. interactivity among learners)?

- Assessing prior knowledge is important. It would be interesting to see how Brokers think adults learn best prior to talking about Adult Learning Theory.
- While this is a short presentation, I think interactivity is key because learning happens when adults can apply and relate to what they are learning. I want to have a short discussion activity where brokers can talk about how they could apply/use adult learning theory. Through this they can also learn from each other's ideas.

Resources? What resources do you need to develop the instructional materials? (software, money, videos, etc.)

- Field research- speak to broker/agents
- Articulate 360- to create course
- Web Server or LMS- to host course
- Zoom- to deliver course
- Padlet- discussion board application

Timeline? What is the timeline for project completion?

3 Days- 02/09/2022-02/11/2022

- 02/09/2022- Consult broker/real estate experts. Complete ADDIE model and create content in

Storyline 360
- 02/10/2022- Host Storyline 360 course to web server and run practice round for feedback from thought partners
- 02/11/2022- Present Adult Learning Theory Course Synchronously

Design

Objectives: The Learners will…

- I can identify and understand Malcolm Knowles 5 Principles of Adult Learning Theory
- I can apply/implement Malcolm Knowles 5 Principles of Adult Learning Theory with my agents and clients

Instructional Methods/Activities: how will the content be taught; what activities will the learners engage in e.g. something to read, something to listen to, students interacting with the material (such as embedded quizzes, or matching tasks), learner reflection

- Introduction Activity- Assess Prior Knowledge- On a padlet discussion board ask learners "How do you think adults learn best?"
- Direct Instruction- Facilitator explain why/objective/ and brief overview of the 5 principles of adult learning theory with a chart of examples.
- Application/ Reflection- Discussion Activity- On a Padlet discussion board ask learners to answer the question "How can you see yourself using the 5 principles of adult learning theory with your agents or clients" Ask that they reply to someone's post.
- Wrap Up- Provide exploratory resources & information, survey, and assessment.

Assessment/Evidence of Learning: How can learning be assessed? What can the learners do/show/present/submit to show they have learned the content?

Learning will be assessed through the discussion boards and the survey/assessment at the end of the course.

The discussion board will ask the learners to apply what they have learned to their own environment which will assess how they have interpreted the content on Adult Learning Theory.

The survey/assessment at the end will give feedback to the facilitator on how the session went and the design of the course. It will also ask questions that will assess learners' knowledge on Adult Learning Theory.

Develop

What tasks are on your To Do list to finish the development?

- Download free trial of Articulate 360
- Create presentation and content in Storyline 360
- Create discussion board post activities in Padlet and integrate into Storyline 360 course.
- Create survey/assessment to integrate into the Storyline 360 course.
- Download course from Storyline 360 and publish materials to web server

- Run practice round to test timing and course usage

What is a reasonable timeline for these tasks? How long do you think this would take to develop?

The timeline is 02/09/2022-02/11/2022
This course is only five minutes and can be developed in two days.

Here is the step where the material is actually developed.

Implement
Here is the step where the teaching/learning actually occurs

Evaluate

Formative Evaluation: What questions are important to ask along the way to inform the development of your instructional design?

What is my learner's prior knowledge around Adult Learning Theory?
How can my learner's apply Adult Learning Theory with their agents and clients?
Prior to this course, were my learners aware of Malcolm Knowles Five Principles of Adult Learning Theory?
How confident do my learners feel in applying their knowledge on Adult Learning Theory?

Summative Evaluation: What questions would you ask to see if the curriculum and instructional materials worked like you wanted and the learners met the objectives? How will you evaluate the success of your efforts?

In what ways were the learners already applying Adult Learning Theory with their clients & agents?

After the session how will they move forward with supporting their clients and agents as adult learners?