

Design Document

Training Title: Increase Animal Adoption

Business Goal and Problem	At Animals & Hope (fictional), employees struggle to connect with potential adopters and also utilize the promotion strategies due to limited knowledge which leads to challenges in finding homes for all animals at the shelter. To address these challenges, management has developed numerous strategies to highlight which will improve adoption rates of animals by 25%. In addition, these strategies will improve the shelter staff's confidence when interacting with potential adopters.
Target Audience	The target audience are employees who have direct access to customers and make marketing decisions. They are new to Animals & Hope but have worked in animal shelters previously.
Learning Objectives	Terminal LOs: <ol style="list-style-type: none">1. Create high quality photos and videos to showcase animals personality and unique traits2. Utilize on-site/off-site adoption events to attract potential adopters3. Use created adoption profiles and bios when speaking with potential adopters to help make informed decisions4. Produce social media platforms to attract potential adopters Enabling LOs: n/a
Training Recommendation	Delivery Method: <ul style="list-style-type: none">• eLearning built in Articulate Rise 360 Approach: built-in examples and simulations; scenario-based evaluation
Training Time	Estimated seat time is 15 minutes.
Deliverables	<ul style="list-style-type: none">• eLearning course built in Articulate Rise 360• Reference guide
Training Outline	<ol style="list-style-type: none">1. Welcome2. Purpose and Goals<ol style="list-style-type: none">a. Short description about Animals & Hopeb. List of learning objectives for the course3. High Quality Photos and Videos

	<ul style="list-style-type: none"> a. What camera using b. Taking photos and videos c. Supporting the process <p>4. Social Media Platforms</p> <ul style="list-style-type: none"> a. Define purpose and audience b. Choose the right platform c. Adding to website d. What to include of animals <p>5. On-site/Off-site Adoption Events</p> <ul style="list-style-type: none"> a. Scenario b. Knowledge Check <p>6. Adoption Profiles and Bios</p> <ul style="list-style-type: none"> a. Informed decisions <p>7. Final Assessment</p> <ul style="list-style-type: none"> a. Scenario-based quiz with five multiple choice questions that connect to a learning objective b. Learner must earn 80% to pass and there is an unlimited amount of retakes <p>8. Summary</p>
Assessment Plan	<p>Level 2 Assessment:</p> <p>There will be a scenario-based quiz at the end with 5 questions. The passing score is 80%. There is also 1 knowledge check after the first learning objective.</p> <p>Level 3 Assessment:</p> <p>In 3 months after the training, the employees will be observed using new strategies gained from training.</p>