

Learning Campaigns

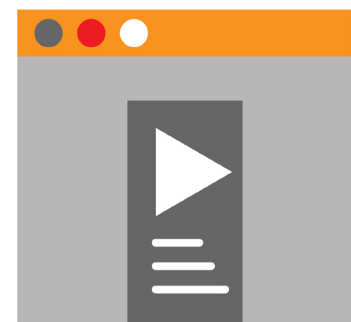
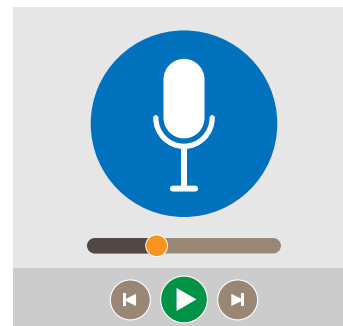
MORE EFFECTIVE TRAINING FOR THE MODERN LEARNER



Learning campaigns, with learning activities delivered in a scheduled, continuous series, extend the life and impact of a training program well beyond what is possible through a one-time event.

What are learning campaigns?

- Include traditional components
 - eLearning
 - Assessments
- Include integrated microlearning components
 - On-demand catalog
 - Microlessons
 - Adaptive question-based activities
 - Gamified exercises
- Provide ability for retrieval practice
- Content is aligned with delivery medium
 - Video or animation for demonstration purposes
 - Podcasts when audio is the best learning vehicle
 - Question-based activities for retrieval practice
 - Offline material (PDF fact cards, tip sheets, etc.)
 - Knowledge surveys





Why use learning campaigns?

- Increase real-world application (one-time learning event only has short-term impact)
- Spaced repetition leads to increased memory retention
- Spacing cuts down on cognitive overload and the risk of learning fatigue
- Continuous retrieval of components helps learners overcome the Forgetting Curve

How long should a campaign be?

- Duration dependent on topics, learning objectives, and availability of learners
- More complex topics require longer campaign
- Refresher training requires shorter plan with fewer activities



Sample Learning Campaign

- Week 1: Traditional eLearning module > establishes baseline learning
- Week 2: Knowledge survey for all learners > tests knowledge and identifies areas of weakness
- Weeks 3 and 4: Microlearning with content aligned individually > addresses individual areas of weakness
- Week 5: Assessment > demonstrates mastery of content
- Weeks 6 – 10: Targeted remediation using microlessons > supports on-going sustainment of knowledge