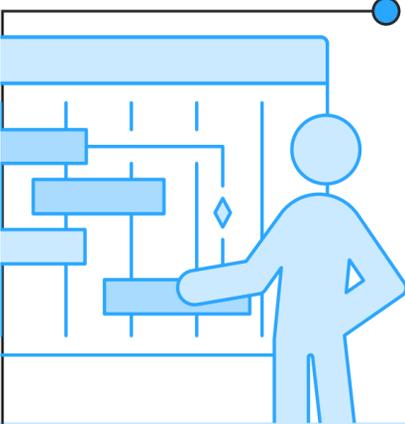


3 Essential Elements of Transformative Online Learning Experiences

As education and training become increasingly digital, learners at all levels expect adaptive and resilient learning experiences. Are you keeping pace? With the right approach to online learning, you can create programs that resonate with learners today and prepare your organization for the needs of tomorrow.

Here are three key areas to prioritize as you build and grow your online learning initiatives.

1. Sharpen Your Strategy



Before you launch a new online initiative, assess the impact it will have on each of your stakeholders. This will help you identify who you need to involve in the planning process. By establishing a clear roadmap for change, you'll be well-positioned for long-term success.

Questions you should ask:

- Are you confident in your ability to execute your strategy?
- How will you manage resistance, objections, and roadblocks?
- How will you know that your strategy is successful?

“The question was, how do we assess learning in a quality manner when we’re not face-to-face with students? The answer we came up with was a competency-based education approach. Brightspace enables us to provide engaging competency-based training and generate certificates for students to document credentials earned for their newly acquired skills.”

Doreen Fisher-Bammer, Associate Provost of Virtual Learning, HACC

2. Develop Your Design

As you determine the look and feel of your online courses, evaluate your design team’s capacity to execute your vision. Review your design resources and map them against your desired learning outcomes. This will allow you to tactfully position your design efforts and identify knowledge gaps.

Roles you should assign:

- Project manager
- Instructional designer
- Course developer
- Graphic designer



“With our initial plan, I was hesitant to engage Learning and Creative Services, because we have great designers in our own team. But the two-week runway changed my mind! Once we started working with the D2L designers, it was so seamless and so amazing. Together, we came up with a launch plan, working out what we needed to get off the ground and what we could roll out in later iterations.”

Dr. Jenelle Hodges, Director of Digital Learning, CHIME

3. Strengthen Your Support



Even your best-designed online programs will require occasional support and maintenance. Think about the challenges your users are likely to face and the optimal channels to assist them. Over time, you can analyze support patterns and refine your learning platform to mitigate future issues.

Support types you should consider:

- Responsive support
- Proactive support
- Administrative support

“Any time that we raise an issue, we know that our D2L contacts will either solve it or escalate to ensure we receive a quick fix. The quality of End User Support has been fantastic. We could easily have been overwhelmed as such a small team, but we never feel alone with the D2L support team on our side.”

Vanessa Cox, Director of Online Learning, University of Dallas

“D2L’s Technical Account Manager (TAM) helps cut through to the heart of the issue. We have regular conversations with our TAM, who we consider to be an extension of our internal team. The TAM can track down resources within D2L that I’m simply unable to get even with advisory board access. It’s definitely saved us months and months of time.”

Mark Felix, Director of Instructional Support, University of Arizona

Want to learn more? Download the [Essential Guide to Learning Strategy, Design, and Support](#) to discover how you can deliver and sustain transformational learning experiences.