

[Link](#) to Module on Rise

## Instructional Design Plan

### *Introduction to Data Literacy*

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#### Summary

Component	Details
<b>Business Problem</b>	New employees and those in operational/admin roles often face challenges understanding and using data in meetings and tasks due to limited data literacy. This reduces confidence, increases errors, and limits data-driven decision-making.
<b>Business Goal</b>	Improve data confidence and performance of entry-level employees by delivering foundational data literacy skills during onboarding, leading to improved data comprehension and reduced support required from managers.
<b>Target Audience</b>	New hires in roles such as Operations Assistants and Shared Services Administrators. These employees often have limited exposure to applied business data and need fast, clear, role-relevant training.
<b>Proposed Solution</b>	A 20–25 minute Rise 360 microlearning module that introduces data fundamentals using examples, interactivity, and real-world context. Integrated into onboarding and reinforced by manager follow-up.
<b>Business-Centered Objective</b>	<b>Employees score 30% higher on a post-training survey measuring confidence and understanding of business-relevant data concepts and visualizations.</b>

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## Learner Persona

<b>Name</b>	<b>Alex Chen</b>
<b>Role</b>	Operations Assistant (New Hire – 2 months in)
<b>Background</b>	Recent Business Admin grad, first full-time corporate role
<b>Data Comfort</b>	Low – only academic exposure to data (basic statistics)
<b>Goals</b>	Understand charts and metrics in meetings; know where operational data comes from; feel confident contributing in data-related discussions
<b>Challenges</b>	Hesitant to ask questions; overwhelmed by unfamiliar terms and visuals
<b>Learning Style</b>	Prefers brief, clear instruction with visual, interactive examples grounded in real tasks

## Instructional Design Methodology

We used **SAM (Successive Approximation Model)** to guide design and development:

<b>Phase</b>	<b>Activities</b>
<b>Savvy Start</b>	Reviewed audience needs, defined business goal, and learner persona (Alex)
<b>Design &amp; Prototype</b>	Developed sample Rise 360 interactions (flashcards, drag-and-drop, data scenario) with rapid feedback cycles
<b>Development &amp; Iteration</b>	Completed module build in Rise, refined based on hypothetical SME feedback and learner walk-through simulation

## Learning Objective & Enabling Objectives

### Business-Centered Learning Objective Example

Employees score 30% higher on a post-training survey measuring confidence and understanding of workplace data after completing the training.

## Enabling Objectives

#	Objective
1	Define “data” and distinguish between qualitative and quantitative forms.
2	Classify data examples as nominal, ordinal, interval, or ratio.
3	Identify sources of data relevant to daily tasks.
4	Interpret basic data visualizations such as charts and graphs.
5	Demonstrate increased comfort and accuracy when engaging with data in a simulated work scenario.

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## Assessment Plan

Type	Purpose	Method
Pre-Training Survey	Measure baseline data literacy/confidence	Multiple-choice + Likert
Knowledge Check	Reinforce and confirm concept mastery	Interactive quiz (drag/drop, MC)
Scenario Simulation	Apply learning to real-world data task	Scenario with branching choices
Post-Training Survey	Confirm gains in confidence/skills	Same format as pre-survey
Informal Manager Feedback	Observe post-training data interactions	Conversation or pulse survey

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## Delivery Strategy

Mode	Rise 360 (self-paced microlearning)
Timing	Within first 2 weeks of onboarding (20–25 minutes total)
Access	Embedded in onboarding LMS or sent via welcome email
Follow-Up	Managers review learning and observe use in team meetings

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## Module Outline

Module Section	Key Content	Activity Type	Time
1. Introduction	Why data literacy matters at Synergy Corp	Video + interactive overview	5 min
2. What is Data?	Definition + examples in everyday life	Interactive examples	3 min
3. Data in the Workplace	Real-world examples of data across roles	Flashcards with reveals	5 min
4. Types of Data	Qualitative vs Quantitative; Nominal, Ordinal, etc.	Drag-and-drop sorting	7 min
5. Becoming Data Literate	Scenario showing a day-in-the-life of a data-literate employee	Self-check checklist + scenario	5 min

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## Evaluation Plan: Kirkpatrick Model

Level	What We Measure	Success Criteria	Methods	Timing
Level 1: Reaction	Engagement and satisfaction	90% of learners rate training as engaging	5-question pulse survey	Immediately after module
Level 2: Learning	Knowledge and skills gained	100% pass final quiz with $\geq 80\%$ ; 90% succeed in scenario activity	Quiz + scenario simulation	During training
Level 3: Behavior	On-the-job application	80% of managers report increased data engagement in meetings	Manager check-in survey	1–2 weeks post-training
Level 4: Results	Business impact	80% of new hires show improvement in data accuracy/confidence	Pre/post survey +	Monthly during first 90 days

			manager review	
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## Final Note on Evaluation

While this project was designed for portfolio/demo purposes, a **formal needs analysis and evaluation strategy would be essential** in a real-world setting. This would include:

- Stakeholder interviews
- Baseline data collection (e.g., error rates, task success)
- Ongoing performance tracking
- Iterative improvements based on feedback and results

## Licenses & Usage

This module was created for portfolio purposes only and was not launched within any organization. Any use of this module is at the discretion of **Angelica Spratley**.