Planning Documents for “Introduction to Data Literacy” Module

Link to Module on Rise

Needs Analysis

Problem: New employees and those in operational or administrative roles (like Operations Assistants or Shared Services Administrators) often encounter data in meetings and their daily tasks without a fundamental understanding of what it represents or how to interpret it. This lack of basic data literacy can lead to:

- Difficulty understanding data presented in departmental and company meetings.
- Challenges in processing and utilizing data relevant to their operational tasks.
- Reduced confidence in discussing data or asking clarifying questions.
- Potential errors in handling data due to a lack of foundational knowledge.

Desired Outcome: To provide a foundational understanding of data concepts in a concise, micro-learning format, enabling these employees to:

- Recognize and understand the types of data relevant to their roles.
- Identify where to find key data and understand its basic context.
- Comprehend simple data visualizations and summaries presented in meetings.
- Feel more comfortable engaging with data-related discussions.

Evidence of Need & Measurement: As the organization becomes more data-driven, even entry-level and operational roles require a basic understanding of data. We can measure baseline data literacy through:

- Pre-training surveys: Assessing current comfort levels with data and understanding of basic data terms.
- Informal manager feedback: Gathering insights on new employees' initial ability to engage with data.

The effectiveness of this micro-learning can be measured by:

- Post-training quizzes/checks for understanding: Assessing comprehension of key concepts.
- Follow-up surveys: Gauging increased confidence and ability to understand data in meetings and tasks.

- Observation (informal): Noting increased engagement with data-related discussions in team settings.

Use Case(s)

Scenario: "Synergy Corp." has recently onboarded a cohort of Operations Assistants and has several Shared Services Administrators who are finding that data is becoming increasingly central to their roles and team meetings.

The Need: These employees need a quick and accessible introduction to data literacy to effectively participate in their teams and handle data-related aspects of their jobs.

The Solution: A brief, focused micro-learning module on "Understanding Data Basics" is implemented as part of their onboarding or professional development.

Expected Impact:

- Faster integration and increased confidence for new employees dealing with data.
- Improved comprehension of data presented in meetings and reports for operations and administrative staff.
- More effective handling of data in their daily tasks.

Learner Persona

Name: Alex Chen

Role: Operations Assistant (New Hire - 2 months in)

Background: Alex recently graduated with a degree in Business Administration. This is their first role in a corporate environment. They are eager to learn and contribute.

Data Knowledge: Very limited. Alex has encountered data in academic settings (e.g., basic statistics) but isn't familiar with how it's used within a business context or the specific data relevant to operations. They feel a bit lost when data is presented in team meetings.

Goals:

- To understand what the numbers and charts presented in team meetings mean.

- To learn where the data they encounter in their tasks comes from.
- To feel more confident when data is discussed.

Challenges:

- Unfamiliarity with business data terminology.
- Not knowing the context behind the data being presented.
- Hesitation to ask "basic" questions about data.

Learning Preferences: Alex prefers concise, clear explanations, real-world examples related to their new role, and easily digestible content (fitting the micro-learning format).

Potential Instructional Design Framework

Phase 1: Savvy Start

- **Goal:** Understand the core need (new hires like Alex need basic data literacy for meetings and their roles) and the target learner (Alex's background and challenges).
- **Key Content:** Briefly outline the essential data concepts Alex needs to grasp (e.g., types of data, where it comes from, basic chart reading).

Phase 2: Design, Prototype, & Review (Mini-Cycle)

- **Design:** Create a very basic flow for the micro-learning. What's the first thing Alex needs to understand? What follows? Think 2-3 key screens/interactions.
- **Prototype:** Quickly build these key elements in your chosen tool (like a few blocks in Rise).
- **Review:** Imagine Alex going through it. Is it clear and helpful for someone with his background? Make any immediate tweaks.

Phase 3: Development & Implementation

- **Build:** Flesh out the complete micro-learning module, incorporating the refined design. Keep it focused and concise.
- **Review (Final):** Do a final check to ensure it meets the learning goals for someone like Alex.

Module “Introduction to Data Literacy” Outline:

1. **Introduction:**
    - Welcome message and module overview.

- Briefly state the importance of data literacy in today's world.

2. **What is Data?**
    - Simple definition of data.
    - Examples of data in everyday life.
    - Why data matters for professionals.
3. **Data in the Workplace:**
    - Flashcard activity: Each flashcard front could present a job title or industry, and the back reveals a relevant statistic about data use in that context.
4. **Types of Data:**
    - Explanation of Qualitative vs. Quantitative data with examples.
    - Breakdown of Quantitative data types (Nominal, Ordinal, Interval, Ratio) with clear illustrations.
    - *Interactive Element:* Sorting activity (categorizing data examples).
5. **Becoming Data Literate (Self-Check):**
    - "A Day in the Life": A short slideshow or series of images/text showing a hypothetical employee (perhaps Tiffany?) going through their day and encountering various forms of data (e.g., website analytics, sales figures, survey responses).
    - Followed by a checklist of key foundational data literacy skills. Learners can check off the skills they feel confident in.

Module Blueprint & Objectives (in lieu of storyboarding)

Topic	Learning Objectives	Content/Activities	Estimated Time
Introduction	Orient learners to the module topics. Define the data literacy timeline and its components	Welcome video and Interactive step process with user scroll	5-7 minutes
What is Data?	Define "data" in simple terms. Explain the importance of data in decision-making.	Short introductory text, real-world examples of data as an interactive element.	2-4 minutes
Data in the Workplace	Recognize the increasing role of data across various industries and job roles.	Flashcards of each job role and how data shows up (reveal on click).	3-5 minutes

Types of Data	Differentiate between qualitative and quantitative data. Identify examples of different data types (nominal, ordinal, interval, ratio).	Explanations with clear examples. Interactive sorting activity (drag and drop data examples into types of data categories).	5-8 minutes
Becoming Data Literate (Self-Check)	Reflect on personal data literacy skills and identify areas for growth.	A "Day in the Life" scenario showcasing a professional encountering data in various tasks, followed by a checklist of foundational data literacy skills for self-assessment.	5-10 minutes

Licenses & Usage