

# **Assessment-based Certificate Program Need Analysis Check List**

**FIRST THINGS FIRST: The Big Picture**

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| **WHY:** Rationale What is the reason or rationale for creating an assessment-based certificate program? |
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| WHO: Audience Who is our primary learner population(s)? |
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| OPTIONAL: Who is our secondary learner population(s)? |
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| WHAT: Content What will the program cover? What are the major domains of KSAs (knowledge, skill, and aptitudes)? |
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| WHEN/WHERE: Delivery How will the program be delivered (e.g., eLearning, F2F classroom, virtual classroom, hybrid)? |
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| HOW: Project needs How will we develop the program? Will we need external support from contractor(s)/vendor(s)? What investment is required in terms of time and budget? |
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**Needs Analysis: The Details**

## Learners

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| --- | --- |
| List and profile of target audience(s) |  |
| Learner styles and preferences |  |

## Content

|  |  |
| --- | --- |
| Certificate program blueprint |  |
| High-level design document/ content blueprint |  |

## Gap analysis

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| --- | --- |
| Gaps in KSAs (among learners) |  |
| Gaps in education/ training to meet the need (internally or externally) |  |

## Project plan

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| --- | --- |
| Content sources: new, existing, hybrid |  |
| Delivery modality(ies) |  |
| Infrastructure needs |  |

# Needs Analysis: Methodologies

**What methods will we use?**

 Job task analysis/practice analysis

 Surveys (quantitative research)

 Learner surveys

 Surveys of other stakeholders   
(List: )

 Interviews and focus groups (qualitative research) with:

 Subject-matter experts

 Learners

 Educators

 Employers

 Other stakeholders   
(List: )

 Content audits

 Legacy content that you (or a strategic partner) already has

 Content that exists in the public domain or other sources that the target learner population has access to

 Sources you may use to develop new learning content

 Evaluating existing data sets

 Learning management system (LMS) data

 Survey data (e.g., from membership database, marketing research)

 Level 1 (Kirkpatrick) evaluations

 Learner evaluations

 Instructor evaluations

 Employment/job data (e.g., Bureau of Labor)

# Assessment-based Certificate Program Blueprint EXAMPLE – NEW CONTENT

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Domain** | **Competency(ies)** | **Learning Outcomes** | **Content** | **Assessment** |
| *Cardiac anatomy* | *Be able to identity anatomical structures on an echocardiogram* | * *Identify the major structures of the cardiovascular system* * *List the four chambers of the heart* * *List the major blood vessels leading into/out of the heart* | *[OUTLINE of learning content]* | *[Items that test the achievement of the intended learning outcomes]* |
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# Assessment-based Certificate Program Content Blueprint EXAMPLE – EXISTING CONTENT

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Domain** | **Competency(ies)** | **Learning Outcomes** | **Content Map** | **Content Status**  **1 = Existing-as is**  **2 = Existing-revised**  **3 = Gap/missing** | **Revision Effort**  **(For all content coded 2)** | **Options/Comments** |
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# Legacy Content Considerations

* Quantify the DELTA during the design/blueprint process: how much will need to be revised (is it easier to start over?)
* Establish your development process:
  + Revising/updating?
  + Converting one delivery modality to another?
* New content has to blend seamlessly with legacy content
* Strategy and rules of engagement for reviewers
* Referencing
  + Primary vs. secondary references
  + Source references available?
* Permissions for source content
* Source files (especially for graphics)
* eLearning authoring language (existing vs. what we plan to use)

# Legacy Content Migration