

Instructional Designer Level 4: Implementing Instructional Interventions

Assignment Rubrics

This course requires the learner to engage in activities outside of the classroom environment in order to learn and apply the knowledge introduced in class. To accomplish this, the following assignments have been designed to maximize learning and to be practical at the same time.

The following is a summary of all assignments and due dates. A detailed description of each assignment and grading rubrics follows:

Assignment	Due	Points Possible	Points Awarded
Marketing strategy	04/02/10	25	
Transfer of learning strategy	04/09/10	75	
Total		100	

Any assignment not posted/submitted by the due date will not be graded, but will be reviewed and feedback provided.

Grading scale:

94 – 100	Exemplary
87 – 93	Good
80 – 86	Acceptable
79 or below	Inadequate

**ALL ELECTRONIC SUBMISSIONS SHOULD BE EMAILED TO THE FACILITATOR
AT Scott.Frasard@HealthONEcares.com.**

Name all files with your last name and assignment name (EX: Frasard_raw_data.docx).

Assignment: Marketing Strategy

Due: 04/02/10

Points possible: 25

This assignment is a short 1-page narrative that will describe the elements you will consider in marketing your continuing education program. There is no need for any particular formatting, but do be sure it is organized in a logical manner so anyone reading it will understand what you are trying to convey. The major aspects of this paper are detailing: (a) how you intend on assuring adequate participation, (b) communicating what the program is about, and (c) convincing other publics that the topics are important. What type of promotional materials would you use to get your message out? If you want to include the actual promotional media, feel free to do so, but the narrative needs to be included.

Your work will be graded based on the following rubric:

Criteria	Points Possible	Points Awarded
Thoughtfulness of the strategy	10	
Addressing at least three key aspects of marketing	6	
Appropriateness of the media selection	2	
Organization of information	3	
Grammar, spelling, and punctuation	4	
Total	25	

Assignment: Transfer of Learning Strategy

Due: 04/09/10

Points possible: 75

Using the *transfer Strategy* template on pp. 25-26 of the Instructional Designer Level 4 Learner handbook: (a) identify any elements that enhance or inhibit transfer of learning. Specifically, for each factor identified by Holton & Baldwin that impact the transfer of learning, note those things that enhance or inhibit the transfer process and the people who can assist in the transfer process. Additionally, identify at least four strategies you plan to employ to enhance transfer of learning and provide a rationale for each strategy.

Your work will be graded based on the following rubric:

Criteria	Points Possible	Points Awarded
Thoughtfulness of the strategy	30	
Addressing at least two factors that enhance or inhibit for each factor	15	
Identify at least one person to can assist in the transfer process for each factor	5	
Identifying at least four transfer strategies	8	
Thoughtfulness of transfer strategy rationale	10	
Grammar, spelling, and punctuation	7	
Total	75	