Instructional Design Overview for Wordpress Blogging

Approach: Backward design.

Background: A company needs their SMEs trained in how to blog for marketing purposes. A training is needed to familiarize these SMEs with the Wordpress platform and instruct them in how to successfully publish compelling blog posts.

Scope: Six weeks, online.

Target Audience & Pre-reqs: Company SMEs with computer experience.

Course Outline	
Goals	- Enable employees to create blog posts for the company. - Create content evangelists that spur participation. - Create compelling content using best practices.
Objectives	- Explain to learners the value of the Wordpress platform. - Instruct students on the various aspects of the Wordpress dashboard. - Show students how to write and publish effective blog posts.
Learner Objectives	- Students can articulate what Wordpress is. - Students can navigate the Wordpress dashboard. - Students can publish blog posts with media.
Essential Questions	- What level of experience do the

	students have with Wordpress? - Do the students have much experience writing for the web? - What level of interest do the students have in the project?
Interface of the Course & Interactions	- Asynchronous lessons provided each week for six weeks. - Synchronous office hours.
Evaluation Strategy	- Weekly assignments.
Testing and Assessment	- Final blog post required with rubric for various elements of a successful blog post.

Design Components	
Project Management	- Teacher
Technical Requirements	- Computer access
Development Tools	- Wordpress and Google Docs
Media Elements	- Graphics - Video

Measurement & Evaluation		
Levels	**Goal(s)**	**Assessments**
Reaction	Measure student reactions to course content, goals and objectives. Capture opinions and ideas. Improve content.	**Formative:** Pre-class survey to measure current knowledge and tailor course content based on student thoughts. **Formative:** Mid-class survey to assess how learners feel about progress and correct as needed. **Summative:** Final survey

		to gauge satisfaction and identify areas of improvement.
Learning	Measure incremental learning and retention of content as the course proceeds.	**Formative:** Weekly quiz to assess retention of course material.
Behavior	Measure impact on learner ability to apply knowledge as it relates to course goals and objectives.	**Formative:** Draft blog post assignment to measure preparedness for final. **Summative:** Final quiz and diagram activity to measure preparedness for final assessment.
Results	Measure impact of course on learners and the results it has brought to the department.	**Summative:** Final blog post creation assignment, measured with rubric of best practices. **Summative:** Learner follow up; continue interacting with learners to measure their blogging contributions 3-6 months post-class.