

Instructional Design Competencies Chart

Competencies	E- Essential	A- Advanced	M- Managerial	Not Addressed
Professional Foundations				
<i>Communicate effectively in visual, oral and written form.</i>				
Create messages that accommodate learner needs and characteristics, content and objectives.			X	
Write and edit text to produce messages that are clear, concise, and grammatically correct.			X	
Apply principles of message design to page layout and screen design.		X		
Create or select visuals that instruct, orient, or motivate.			X	
Deliver presentations that effectively engage and communicate.		X		
Use active listening skills in all situations.			X	
Present and receive information in a manner that is appropriate for the norms and tasks of the group or team.		X		
Seek and share information and ideas among individuals with diverse backgrounds and roles.			X	
Facilitate meetings effectively.			X	
<i>Apply current research and theory to the practice of instructional design.</i>				
Promote, apply and disseminate the results of instructional design theory and research.	X			
Read instructional design research, theory and practice literature.		X		
Apply concepts, techniques and theory of other disciplines to problems of learning, instruction and instructional design.		X		
<i>Update and improve one's skill, knowledge and attitudes pertaining to instructional design and related fields.</i>				
Apply developments in instructional design and related fields.		X		

Acquire and apply new technology skills to instructional design practices.	X			
Participate in professional activities.		X		
Document one's work as a foundation for future efforts, publications or professional presentation.	X			
Establish and maintain contacts with other professionals.		X		
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<i>Apply fundamental research skills to instructional design projects.</i>				
Use a variety of data collection tools and procedures.	X			
Apply appropriate research methodologies to needs assessment and evaluation.	X			
Use basic statistical techniques in needs assessment and evaluation.		X		
Write research and re-evaluation reports.		X		
<i>Identify and resolve ethical and legal implications of design in the workplace.</i>				
Identify ethical and legal dimensions of instructional design practices.		X		
Anticipate and respond to ethical consequences of design decisions.		X		
Recognize and respect intellectual property rights of others.		X		
Recognize the ethical and legal implications and consequences of instructional products.		X		
Adhere to regulatory guidelines and organizational policies.		X		
<i>Conduct a needs assessment.</i>				
Describe the problem and its dimensions, identifying the discrepancies between current and desired performance.		X		
Clarify the varying perceptions of need and their implications.		X		
Select and use appropriate needs assessment tools and techniques.		X		

Determine the possible causes of the problem and potential solutions.		X		
Recommend and advocate non-instructional solutions when appropriate.		X		
<i>Design a curriculum or program.</i>				
Determine the scope of the curriculum or program.			X	
Specify courses based upon needs assessment outcomes.		X		
Sequence courses for learners and groups of learners.		X		
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<i>Select and use a variety of techniques for determining instructional content.</i>				
Identify content requirements in accordance with needs assessment findings.		X		
Elicit, synthesize and validate content from subject matter experts and other sources.		X		
Determine the breadth and depth of intended content coverage given instructional constraints.		X		
Determine prerequisites given the type of subject matter, the needs of the learner and the organization.		X		
Use appropriate techniques to analyze varying types of content.		X		
<i>Identify and describe target population characteristics.</i>				
Determine characteristics of the target population influencing learning and transfer.		X		
Analyze, evaluate and select learner profile data relevant to a particular design situation.		X		
<i>Analyze the characteristics of the environment.</i>				
Identify aspects of the physical and social environments that impact the delivery of instruction.		X		
Identify environmental and cultural aspects that influence attitudes toward instructional intervention.		X		

Identify environmental and cultural factors that influence learning, attitudes, and performance.		X		
Identify the nature and role of varying work environments in the teaching and learning process.		X		
Determine the extent to which organizational mission, philosophy and values influence the design, implementation and success of a project.		X		
<i>Reflect upon the elements of a situation before finalizing design solutions and strategies.</i>				
Generate multiple solutions to a given problem situation.		X		
Remain open to alternative solutions until sufficient data have been collected and verified.		X		
Assess the consequences and implications of design decisions on the basis of prior experience, intuition and knowledge.		X		
Revisit selected solutions continuously and adjust as necessary.		X		
Design and Development				
<i>Select, modify, or create a design and development model appropriate for a given project.</i>				
Consider multiple design and development models.	X			
Select or create a model suitable for the project based on an analysis of model elements.		X		
Modify the model if project parameters change.	X			
Provide a rationale for the selected design and development model.	X			
<i>Select and use a variety of techniques to define and sequence the instructional content and strategies.</i>				
Use appropriate techniques to identify the conditions that determine the scope of the instructional content.		X		
Use appropriate techniques to specify and sequence instructional goals and objectives.		X		
Select appropriate media and delivery systems.		X		
Analyze the learning outcomes and select appropriate strategies.		X		

Analyze the instructional context and select appropriate strategies.		X		
Select appropriate participation and motivational strategies.		X		
Select and sequence assessment techniques.		X		
Prepare a design document and circulate for review and approval.		X		
<i>Develop instructional materials.</i>				
Develop materials that support the content analyses, proposed technologies, delivery methods, and instructional strategies.		X		
Work with subject matter experts during the development process.			X	
Produce instructional materials in a variety of delivery formats.		X		
<i>Design instruction that reflects an understanding of the diversity of learners and groups of learners.</i>				
Design instruction that accommodates different learning styles.			X	
Be sensitive to the cultural impact of instructional materials.			X	
Accommodate cultural factors that may influence learning in the design.			X	
<i>Evaluate and assess instruction and its impact.</i>				
Construct reliable and valid test items using a variety of formats.			X	
Identify the processes and outcomes to be measured given the identified problem and proposed solutions.			X	
Develop and implement formative evaluation plans.		X		
Develop and implement summative evaluation plans.		X		
Develop and implement confirmative evaluation plans.		X		
Determine the impact of instruction on the organization.		X		
Identify and assess the sources of evaluation data.		X		
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Manage the evaluation process.		X		
Discuss and interpret evaluation reports with stakeholders.		X		
Implementation and Management				
<i>Plan and manage instructional design projects.</i>				
Establish project scope and goals.		X		
Use a variety of techniques to develop a project plan.		X		
Write project proposals.		X		
Develop project information systems.		X		
Monitor multiple instructional design projects.	X			
Allocate resources to support the project plan.		X		
Select and manage internal and external consultants.		X		
Monitor congruence between performance and project plans.	X			
Troubleshoot project problems.	X			
Debrief design team to establish lessons learned.	X			
<i>Promote collaboration, partnerships and relationships among the participants in a design project.</i>				
Identify how and when collaboration and partnerships should be promoted.	X			
Identify stakeholders and the nature of their involvement.		X		
Identify subject matter experts to participate in the design and development process.		X		
Build and promote effective relationships that may impact a design project.		X		
Determine how to use cross-functional teams.		X		
Promote and manage the interactions among team members.	X			

Plan for the diffusion of instructional or performance improvement products.	X			
<i>Apply business skills to managing instructional design.</i>				
Link design efforts to the strategic plans of the organization.	X			
Establish strategic and tactical goals for the design function.	X			
Use a variety of techniques to establish standards of excellence.	X			
Develop a business case to promote the critical role of the design function.	X			
Recruit, retain, and develop instructional design personnel.	X			
Provide financial plans and controls for the instructional design function.	X			
Maintain management and stakeholder support of design function.	X			
Market services and manage customer relations.	X			
<i>Design instructional management systems.</i>				
Establish systems for documenting learner progress and course completion.	X			
Establish systems for maintaining records and issuing reports of individual and group progress.	X			
Establish systems for diagnosing individual needs and prescribing instructional alternatives.	X			
<i>Provide for the effective implementation of instructional products and programs.</i>				
Use evaluation data as a guide for revision of products and programs.	X			
Update instructional products and programs as required.	X			
Monitor and revise the instructional delivery process as required.	X			
Revise instructional products and programs to reflect changes in professional practice or policy.	X			
Revise instructional products and programs to reflect changes in the organization or target population.	X			

Recommend plans for organizational support of instructional programs.	X			
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