

CalCPA Brainstorming Worksheet: On-Demand



Use this Brainstorming worksheet to explore how you can integrate Instructional Design approaches, such as Gagne's 9 Events of Instruction, within your current CalCPA course curriculum.

Document your thoughts within the Brainstorm Ideas section of the grid.

Gagne's 9 Events of Instruction	Brainstorm Ideas
Gagne Event #1: Gain Attention How can I engage my learners by integrating novel ideas or thought provoking questions?	
Gagne Event #2: Inform Learner of Objectives How can I establish the expected outcomes and criteria for measuring achievement?	
Gagne Event #3: Stimulate Recall of Prior Learning How am I leveraging existing knowledge and experiences before introducing NEW knowledge?	
Gagne Event #4: Present the Material How am I delivering content in organized and easily digestible chunks?	
Gagne Event #5: Provide Learner Guidance How am I guiding the learners with examples, case studies, scenarios, and learning tools to supplement the content?	
Gagne Event #6: Elicit Performance How am I engaging the learners with various activities that recall, utilize, and evaluate knowledge?	
Gagne Event #7: Provide Feedback How am I reinforcing knowledge with immediate feedback?	
Gagne Event #8: Assess Performance How am I testing learner knowledge with established and clear criteria?	
Gagne Event #9: Enhance Knowledge Transfer How am I reinforcing knowledge through summarizing, application, and job aids?	

CalCPA On-Demand: Engagement Checklist



How does CalCPA define the term “On-Demand”?

At CalCPA we define on-demand as a course that an attendee can take at their leisure. The online course has the ability to stop, start and navigate through the various chapters. At the end of the on-demand course, the learner must take an exam at the end and pass with a certain benchmark in order to get credit. There is no subject matter expert or instructor online to answer questions.

Gagne Event #1: Gain Attention

- When designing or developing the content for an online course, spend the first 3-5 minutes engaging the audience with some sort of hook or way to spark interest. Examples include stating an interesting fact or statistic and providing a compelling quote or image to spark discussion.

Gagne Event #2: Inform Learner of Objectives

- When designing or developing the content for an online course, write clearly defined Learning Objectives for the course. We suggest using the following verbs within your Learning Objectives: identify, determine, select, choose or recall.

Gagne Event #3: Stimulate Recall of Prior Learning

- When designing or developing the content for an online course, build in moments where learners are able to reflect upon and make connections to prior knowledge or experiences. You can do this through an exercise or individual reflection.

Gagne Event #4: Present the Material

- When designing or developing the content for an online course, organize content in a logical sequence. Whenever possible, circle back to how the specific concepts tie to one or more of the objectives for the course.

Gagne Event #5: Provide Learner Guidance

- When designing or developing the content for an online course, leave time for coaching the learner through challenges, framing the discussion, and summarizing key points.

Gagne Event #6: Elicit Performance

- When designing or developing the content for an online course, build into the course time to practice newly acquired behaviors, skills or knowledge. This can be demonstrated through an exercise, scenario or group activity.

Gagne Event #7: Provide Feedback

- When designing or developing the content for an online course, insert specific moments in the content where the learner can receive feedback. This can be through a quiz, knowledge check or scenario placed directly after a key concept or topic.

Gagne Event #8: Assess Performance

- When designing or developing the content for an online course, insert moments where the learner can assess their performance. This can be through a quiz, knowledge check or scenario placed directly after key concepts or topics. This is a good opportunity to tie assessment activities to one or more of the Learning Outcomes stated at the beginning of your course.
- At the end of the course, summarize the most important points based on the outcomes from the onsite and web attendees. The summary may include participant-generated information that emerged during an activity.

Gagne Event #9: Enhance Knowledge Transfer

- When designing or developing the content for an online course, build in opportunities where learners are able to apply newly acquired skills and behaviors. The application of knowledge increases the chance that the knowledge will be retained.