

CalCPA Brainstorming Worksheet: Webcast



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 Webcast: Engagement Checklist



How does CalCPA define the term “Webcast”?

At CalCPA we define a webcast as a live video broadcast of a course or conference transmitted over the Internet with a live instructor. The webcast has the ability to have a live audience of participants as well as online participants. Our goal is not only to teach valuable information but also to make it engaging.

Gagne Event #1: Gain Attention

- Begin the course by engaging the learners with an interesting statistic, image, story, or case study that connects to the topic and peaks interest.
- End the course by summarizing Key Points and Learning and also circling back to ideas, questions, and feedback that was brought up both onsite and online.

Gagne Event #2: Inform Learner of Objectives

- Distribute out your content into 10-15 minute chunks.
- After each 10-15 minute period, pose a question for the onsite participants and follow up with a statement, such as “Let’s take 1 minute to think about that question.” Then pause and type that same question within the “chat box” or “Ask Instructor” tab or section for your online audience.
- Keep your Learning Objectives on track by creating a “Parking Lot” or “Issue Bin” of questions. Any comments, questions, or issues that do not directly pertain to the topic at hand will be written down or recorded. You can re-visit the “Parking Lot” or “Issue Bin” at the end of the course or follow up with them by email.

Gagne Event #3: Stimulate recall of prior learning

- Incorporate a pre-course activity, such as a survey, or go through a short exercise prior to attending the course. As an Instructor, you can reference this material during the onsite and online course as a way to integrate a participant’s prior experience and knowledge.

Gagne Event #4: Present the Material

- Course content has been previously thought out and organized with interactivity and exercises placed within the design. Since the webcast is often recorded, it is recommended that you stay away from content that references the agenda time or a specific current event that may confuse or outdate the material presented.

Gagne Event #5: Provide Learner Guidance

- Provide learner guidance by asking participants “What do you hope to gain out of the class?” or “What problems are you trying to solve?” You can pose this question to the onsite group and then type this question into the “Chat Box” or “Ask Instructor” tab for the online participants.

Gagne Event #6: Elicit Performance

- Engage the participants by creating interactivity, such as an activity or exercise. Have both onsite and online attendees work through a problem or case study. Not only does this help to reinforce knowledge, but it also helps to create a unified learning experience.

Gagne Event #7: Provide Feedback

- When possible, repeat the question into your microphone so that the online audience can hear the question. Stay away from statements like “Good job.” Instead state *how* they did it right. Avoid statements like “That’s wrong.” Instead state what they can *specifically do* to improve their answers or thought processes.

Gagne Event #8: Assess Performance

- Incorporating assessment during the course. Perform Formative Assessment (assess as you go), which poses questions, such as a poll onsite and online, to assess how participants meet or will be able to meet the various outcomes.
- Summative Assessment poses questions, such as a poll onsite and online, to assess how participants meet or will be able to meet the various outcomes at the end of the course.

Gagne Event #9: Enhance Knowledge Transfer

- Summarize the key points based upon the Learning Objectives. Tie in online- and onsite-participant-generated information that emerged during an activity.
- Identify the takeaways: what strategies will the participants be able to apply within their personal or professional lives. Have online and onsite participants write down or type out their action items or lessons learned. The act of writing down a thought increases the chance that the knowledge will move into long-term memory.