## Instructional Design Development Specialist

| Job Code: 300126 | FLSA Status: Exempt | Mgt. Approval: J. Christofferson | Date: May 2023 |
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| Department: Clinics – Staff Education | | HR  Approval: J. Olson | Date: May 2023 |

## JOB SUMMARY

The Instructional Design Development Specialist provides technical support for all professional development and educational programming for ambulatory staff. The Instructional Design Development Specialist assists the Clinical Staff Education department in preparing for new models of educational content delivery. The Specialist is expected to collaborate with partners and stakeholders at the employee and leadership level across UW Health and affiliate organizations to analyze and assess operational needs and lead the optimization of full Learning Management System (LMS) functionality within the ambulatory setting.

The Instructional Design Development Specialist is primarily responsible for developing media-based curricula, programs, and content to support clinical staff and ongoing support of education at the clinic level. The Instructional Design Development Specialist is responsible for tracking the inventory, quality, and content of all learning media as well as administering ambulatory wide orientation and ongoing education via the Learning Management System.

The Instructional Design Development Specialist is responsible for the assessment of gaps in educational technical application of clinical education programming and evaluation of clinical educational methods and program outcomes throughout ambulatory operations. Major emphasis will be placed on ambulatory clinics and ongoing support of the delivery of education regarding the care model at the clinic level. Incorporation of the ambulatory care model encompasses all aspects of clinical education including clinical policy and procedures, clinical competency testing, clinical staff orientation, annual skills testing, and implementing education. Needs assessments are performed on a routine basis in order to evaluate current and develop future clinical training needs.

The Instructional Design Development Specialist applies innovative teaching strategies, methodologies, and technology to provide for cost-effective and well-executed programs of clinical education. This position is the primary UW Health Clinical Staff Education contact for computer based training and educational videos and will work closely with other UW Health departments, physicians and other providers, clinic staff, clinic management, operational areas, and others as identified. This position also serves as a secondary resource to the Clinical Staff Educators to assist in providing onsite support education during implementation, including one on one sessions with providers and staff, refresher training, onsite support, and creation of end user documentation and updates responsibilities as assigned.

## MAJOR RESPONSIBILITIES

1. Develops relevant education via a broad range of instructional methods including live webinar, web-based/online learning, blended learning and curriculum packaging, classroom sessions, and other team learning requests using design principles and standards. Utilizes diversity, equity, and inclusion strategies to create equitable and accessible content as requested per department, internal, and external resources and consistent with all UW Health standards, policies, and procedures to meet organizational needs.
2. Implements large-scale learning technology and Learning Management System (LMS) projects through assessment, planning, coordination, and collaboration with Organizational Development (OD), Information Services (IS), Human Resources Information Systems (HRIS), and other operational partners.
3. Assists in the development of and provides ongoing web-based training and educational videos and support to clinic staff. This includes programs for clinical orientation for new staff as well as ongoing training programs.
4. Provides system level administration and support of the Learning and Development System, including all organization wide administrative functions and all maintenance.
5. Prioritizes the delivery method and timing of ambulatory clinical training needs and web-based training.
6. Effectively leads and facilitates core programs within the department as needed.
7. Participates in system-wide development of educational programming.
8. Assists other departments in the development of teaching materials related to clinical practice.
9. Reviews online training programs periodically to ensure content is up to date.
10. Systematically assesses learning needs and provides research-based educational programming.
11. Consults with clinic staff concerning staff learning challenges and works with them to maximize clinical staff comfort level and competencies in the care of patients.
12. Designs and makes available pertinent learning tools and resources (e.g., Health Facts for You, teaching guidelines and documentation tools, videos, photography etc.)

13. Designs/conducts quality improvement activities related to the education of clinic staff.
14. Oversees all educational programs developed, managing multiple concurrent projects effectively using project management tools by managing scope, roles, deliverables, and timelines across multiple departments and stakeholders.
15. Performs clinical site visits as requested to monitor the web-based training needs of the clinics and to gain additional insight into the clinical environment and clinical challenges. Develops and refines the relationships with our clinics.
16. Utilizes fundamental principles of adult education according to industry and department standards.
17. Identifies barriers to creating new programs and continuing existing programs and finds creative solutions that meet the needs of our clinical, operational, and business partners.
18. Administers and coordinates training program creation, registration, and completion in the Learning and Development System as needed.
19. Assists Clinical Staff Educators in scheduling and delivering direct technical support for the delivery of distance education, AV equipment, computer, and other department related technology.
20. Develops and maintains content and documents to be effectively communicated via the intranet site.
21. Utilizes time tracking tools as required by department to assure accurate project planning and budgeting needs.

**ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.**

## JOB REQUIREMENTS

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| Education | Minimum | Bachelor's degree in Industrial Design, Instructional Media, Graphic Design or Graphic Arts field, or other eLearning related field. Four (4) years of relevant experience may be considered in lieu of a Bachelor's degree in addition to the work requirements listed below. |
| | Preferred | |
| Work Experience | Minimum | • Two (2) years of experience in eLearning and Learning Management Systems which includes:<br>   o System administration and content management including SCORM, AICC<br>   o Experience working with video recording equipment<br>• Two (2) years of experience in clinical competency testing, orientation, training, or computer-based training |
| | Preferred | • Five (5) years of experience in eLearning and Learning Management Systems which includes:<br>   o System administration, content management including SCORM, AICC<br>   o Experience working with video recording equipment<br>   o Experience working with SABA LMS<br>• Three (3) years of experience in clinical competency testing, orientation,, training, or computer-based training |
| Licenses & Certifications | Minimum | |
| | Preferred | |
| Required Skills, Knowledge, and Abilities | | • Technical and analytical ability to assess and/or resolve technical functionality<br>• Knowledge and proficiency in:<br>   o MS Office Suite<br>   o Webinar technologies<br>   o Articulate Suite, Captivate, or other equivalent<br>   o Learning Management Systems<br>• Knowledge and experience working with Learning Management Systems in large scale administration<br>• Ability to lead and implement large scale change in Learning Management Systems<br>• Knowledge in distance learning preferred<br>• Knowledge, skill, and application of electronic medical record preferred<br>• Knowledge and experience in adult educational principles strongly preferred |

- Knowledge of video and sound recording and editing processes, supplies, and equipment
- Demonstrate high degree of professionalism and service excellence
- Public speaking and formal presentation experience along with excellent verbal and written skills required
- Experience in developing and evaluating staff education materials
- Ability and experience in monitoring nursing practice trends and making changes in clinical education based on trends is preferred
- Effective project management skills with superior ability to handle multiple tasks simultaneously while managing deadlines
- Effective analytical ability and sound judgment to assess complex needs and troubleshoot performance or process issues
- Ability to maintain confidentiality of medical records
- Ability to prioritize tasks and to work in a changing/dynamic work environment
- Ability to implement most efficient/effective training resolutions, keeping in mind clinical workflows and system limitations
- Effective communication and interpersonal skills, including the ability to promote teamwork and ensure a high degree of internal and external customer satisfaction
- Ability to learn new computer applications quickly
- Ability to clearly communicate technical and/or complex or topics
- High degree of computer application skill, video and audio editing equipment and software, electronic health records, and overall web based functionality

## AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

**Instructions:** Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

| | | | |
|---|---|---|---|
| | Infants (Birth – 11 months) | | Adolescent (13 – 19 years) |
| | Toddlers (1 – 3 years) | | Young Adult (20 – 40 years) |
| | Preschool (4 – 5 years) | | Middle Adult (41 – 65 years) |
| | School Age (6 – 12 years) | | Older Adult (Over 65 years) |

## JOB FUNCTIONS

Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.

## PHYSICAL REQUIREMENTS

**Indicate the appropriate physical requirements of this job in the course of a shift.** *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

| | Physical Demand Level | Occasional<br>Up to 33% of the time | Frequent<br>34%-66% of the time | Constant<br>67%-100% of the time |
|---|---|---|---|---|
| **x** | **Sedentary:** Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met. | **Up to 10#** | **Negligible** | **Negligible** |
| | **Light:** Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree. | **Up to 20#** | **Up to 10#** or requires significant walking or standing, or requires pushing/pulling of arm/leg controls | **Negligible** or constant push/pull of items of negligible weight |
| | **Medium:** Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds. | **20-50#** | **10-25#** | **Negligible-10#** |

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| **Heavy:** Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds. | **50-100#** | **25-50#** | **10-20#** |
| **Very Heavy:** Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds. | **Over 100#** | **Over 50#** | **Over 20#** |
| List any other physical requirements or bona fide occupational qualifications: | | | |

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.