Join in the discussion and share your ideas about instructional design competencies.

Address for Talent Development
1640 King Street
Alexandria, VA 22314
1-800-628-2783
customercare@td.org
www.td.org

International Association for Continuing Education and Training
7918 Jones Branch Drive
Suite 300
McLean, VA 22102
1-703-506-3275
www.iacet.org

Rothwell & Associates, LLC.
19 Colonnade Way, Ste 124
State College, PA 16803
1-855-Rothwell (1-855-476-8493)
info@RothwellAndAssociates.com
www.RothwellAndAssociates.com

Visit IACET Booth in Expo #216
**5 focus groups**

1,381 talent development professionals completed this study.

**Gender**

- Female: 68%
- Male: 32%

**Age**

- 25-34: 26%
- 35-44: 25%
- 45-54: 33%
- 55-64: 11%
- 65+: 11%

**Competencies**

Please rank the items in order of importance of competencies for an instructional designer.

1. Conduct a needs assessment
2. Design a curriculum program, or learning solution
3. Identify appropriate learning approach
4. Collaborate with others
5. Design instructional material

**ID is incorporating emerging trends**

- Learning Analytics: 26%
- Social Learning: 29%
- Virtual Simulation: 42%
- Infographics: 20%
- Storytelling: 15%

**31% feel their job title does not accurately capture what they do**

- Yes: 63%
- No: 31%

**Storytelling**

- Thinks in a structured and organized manner
- Considers the audience experience and reaction
- Aligns meaningful story with objectives
- Utilizes technology effectively

**Infographics**

- Extracts key concepts graphically
- Summarizes ideas in an organized manner
- Aligns images with key objectives
- Communicates effectively (written and in visual manner)

**Design content for use in various cultures/regions**

- Recognizes cultural variations among learners
- Reflects on self and others
- Communicates effectively/appropriately (written and in visual manner)
- Utilizes technology effectively to bridge gaps

**Learning Analytics**

- Conceptualizes big data
- Thinks critically
- Combines complementary analytical approaches
- Validates methods of data collection and analysis

**Virtual Simulation**

- Applies meaningful play
- Aligns simulation with objectives
- Engages the audience
- Utilizes technology effectively
- Utilizes best practices related to simulated learning

**Suggestions from Instructional Designers:**

- Partner with Multi-media specialist/Graphic designer
- Know your tech support
- Be aware of various platforms and upgrades
- Use technology as a tool; not as a driver
- Continuously develop your self (use MOOCs, Lynda, edX, Udemy, YouTube, Udacity etc.,)