**Training Fiche**

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| **Title** | ***How to engage students in online training*** |
| **Keywords** | Online training, student engagement, Active learning, Virtual classroomOnline learning environment, Student motivation, Interactive learningCollaborative learning, Gamification in online training, Online learner participation, Student-centered online training, Multimedia learning |
| **Provided by** | CIT |
| **Language** | English |
| **Name of the professional profile** |  |
| **Profile of the qualification and training goals** |  |
| **Duration and scope** | 45 minutes |
| **Admission requirements** |  |
| **Training structure and modules** |  |
| **Objectives and goals** | The objectives and goals of the present training module are:* Understand the importance of student engagement in online training.
* Identify strategies to create an engaging online learning environment
* Discover tips for promoting active learning
* Understand the role of technology in student engagement insisting on the effective use of technology tools and platforms to promote student engagement in online training
* Address challenges/concerns and solutions for online student engagement.
* Monitor, evaluate and assess student engagement in online training,
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| **Learning outcomes** | The main learning outcomes of this training module are:* Increased awareness of the importance of student engagement.
* Increased knowledge of effective engagement strategies.
* Enhanced skills in facilitating active learning.
* Strategies for overcoming challenges and concerns.
* Ability to monitor, assess and evaluate student engagement
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| **Learning field** |  Digital skills and communication |   |
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| **Content index** | Module: ***How to engage students in online training**** **Unit 1:** Engaging and Interacting with Users in online training
* Section 1.1: Strategies for engaging users with digital content in online training
* Section 1.2: Monitoring user engagement and collecting feedback
* Section 1.3: Responding to user comments and addressing concerns
* **Unit 2**: Analyzing and Improving Online Training Delivery
* Section 2.1: Metrics and analytics for measuring the success of online training delivery
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| **Content development** | **Unit 1: Engaging and Interacting with Users in online training****Section 1.1: Strategies for engaging users with digital content in online training**There are various easy and **effective strategies** for engaging users with digital content in online training, such as:* **Interactive Content:** One of the greatest challenges with online training is keeping learners engaged. In this sense it is fundamental to **incorporate interactive elements** into your trainings. **Interactive elements can take many forms, such quizzes, polls, surveys, and interactive simulations** that allow learners to actively participate in the learning process. Interactive items can help students to **learn in a fun way** and **remember information better**. A quiz after a training module can help remember it better, and a game simulating **a real-life situation** can help students use what they have learned. **Incorporate interactive elements encourages participation, promotes active learning, and provides immediate feedback, enhancing the overall learning experience**.
* **Multimedia Integration**: Text-based online training courses can quickly become boring and unengaging. In this sense it is extremely important to **incorporate multimedia items into your trainings**. Multimedia can be represented by **images, videos, animations, infographic and audio clips** to make the content visually appealing and engaging. Not only does multimedia make the training more interesting and engaging, but it can also help the learner to **retain the key concepts better**. Multimedia helps break the monotony of text-based content and can effectively convey complex information in a more digestible format. Multimedia items can also create an **emotional connection with learners** by using images or videos that evoke feelings related to the topic taught. **Don’t be afraid to use diverse modalities to display course content, including audio, video, images, concept maps, etc**.
* **Gamification**: **Incorporate gamification elements** such as **leaderboards, badges, challenges, and rewards** to make the learning experience more enjoyable and motivating. **Gamification adds a competitive element, encourages progress tracking, and provides a sense of achievement**, which keeps users engaged and motivated to continue learning.
* **Personalization and Customization**: Personalization is becoming more and more important in online training as it **help students to feel more connected to the training itself**. By personalizing the learning experience, students are more likely to feel engaged and retain information. **Tailor the training content to the specific needs and interests of the users**, provide options for users to customize their learning experience, such as **choosing the order** of modules or **selecting topics** of relevance have proved to be highly useful to retain students’ interest. Personalization increases user engagement by making the content more relevant and meaningful to their individual learning goals. Personalization can be represented by the possibility to **choose a learning path** or the **customization of content based on preferences**. Personalization can also be achieved by **incorporating real-life examples relevant to the learner's specific background**. Incorporating personalization help learners to feel more engaged in their learning, leading to better retention rates. **Personalization can also help to reduce dropout rates, as learners are more likely to complete a course that is tailored to their needs and interests**.
* **Bite-sized Learning**: It is important to **break the content into smaller, manageable chunks to facilitate easier consumption**. Use short (10 minute) audio and video lectures. Shorter presentations with varied media can optimize student engagement and allow for ease of updating in the future. It always better to deliver the content in short modules or lessons that can be completed within a specific timeframe. This approach **helps prevent information overload, improves retention, and accommodates users' limited attention spans**.
* **Social Learning and Collaboration**: Foster a **sense of community and collaboration by incorporating social learning elements**, like building a group or a community. There are several great ways to build an online community to more effectively engage with your trainees. Forums are still a widely used method of engaging with students and allowing them to engage with each other. Include **discussion forums, group activities, or virtual classrooms where users can interact, share insights, and learn from each other**. Bring the conversation to them on their social networks of choice. Facebook Groups and LinkedIn Groups are just example of social networks that allow individuals to interact in communities. **Social interaction enhances engagement and provides an opportunity for peer-to-peer learning**.
* **Real-life Scenarios and Case Studies**: One of the best strategies to engage students is to **incorporate real-life scenarios** into your online training, to help them to see how the concepts studied **apply to real-world settings**. Create attention grabbing content to introduce learning objectives (i.e. media clips, documentaries, case studies) to connect course content to the “real world”. By using realistic situations, learners are more likely to retain information and apply it in their own lives. Present real-life scenarios and case studies that reflect practical applications of the training content. This **helps users understand the relevance of the material and provides opportunities for critical thinking and problem-solving, making the learning experience more engaging and relatable**.
* **Mobile-Friendly Design**: In today's mobile-ruled world, it is core that **your online training is optimized for mobile devices**, **with a responsive layout** that adjusts to different screen sizes and devices, including smartphones and tablets. **This ensures full accessibility on the trainee’s side and increases the flexibility of training.** Mobile-friendly design allows users to engage with the content anytime, anywhere, increasing it easiness and convenience. Mobile-friendly online training can also include features that are specific to mobile devices, such as the ability to swipe or tap to navigate, or use voice-activated interactions. **Designing courses with a mobile approach can improve the overall User Experience, as it simplifies contents and focuses on the most important information**.
* **Continuous Learning Opportunities**: It is important to offer ongoing learning resources and opportunities beyond the initial training. **Provide additional materials**, recommended readings, or access to relevant webinars or workshops can increase students’ engagement and motivates their further learning. Encouraging continuous learning helps maintain user engagement and supports long-term knowledge retention.
* **Webinars:** Another innovative and effective way of engaging with your students is organizing **webinars that are user-friendly and interactive**. **People love the live video of the presenter, slides, graphics, and other interactive options of webinars**. This strategy allows the **teacher to make a very personal connection with students** and the speaker of the webinar can be more passionate, entertaining, and engaging than just reading through an online text. It is also interesting to **ask students to participate** allowing them to pose comments or questions to the teacher **via chat or email** **to increase the engagement** and interaction. This interaction also allows you to make **use of co-creation engagement strategies**, where your online training is really **made thanks to students’ interaction** and therefore it is much more engaging! Co-creation helps developing a much stronger bond, students feel proud **as they became part of the training process** and in this sense, it is important **to reward their ideas, recognizing their contribution in the process**.

By incorporating these strategies, online training can be made more engaging, interactive, and effective in **capturing users' attention**, promoting active participation, and enhancing the overall learning experience. Finding the right engagement strategy takes time, **ICT offers many great ways to interact and engage with students online**. Take advantage of all the free tools and resources available, test them in your training online and devise a plan to better engage and interact with your trainees for a successful learning experience!**Section 1.2: Monitoring user engagement and collecting feedback**Monitoring user engagement and collecting feedback are two vital tasks to ensure an effective online training. There are some actions that we can take **before the lesson begins**, such as **making sure students have the basic skills needed to understand** your training contents. **Make sure your terminology is suitable** for students’ knowledge and give them time to properly retain concepts. Once students enter the online training area, **they should feel in the right place and you should create a welcoming experience** to help them notwithstanding their background. It is important to take into consideration **non-verbal signals** that you might gather from your audience, and in this sense, it is fundamental to **ask students to maintain their camera on**, so that you can monitor their engagement.It is always interesting to **start online training with** **a quick introduction of the trainer**, including hobbies, family, pets to **make a human connection** and if possible, **give the possibility to trainees to introduce themselves** in order to build up a community of training. **Use an icebreaking activity** to get students to introduce themselves (e.g. introductory discussion, create a PowerPoint slide about themselves).**During the lesson** you should **encourage students to participate** in class and **get feedback** instantly by using ICT tools and polls, such as Padlet to allow trainees to share their insights while training and communicate with each another. **Regularly take the temperature** and try to grasp feedback from the audience to monitor their engagement.**Once the class has finished**, it is important to use online programs to **reinforce skills learned** and apply them to real-life settings.Ask what were the **topics that your students found most difficult** and offer additional support to those who need it.In online training it is extremely important to implement **progress tracking features** that allow users to monitor progress and receive feedback on their performance. Feedback is an essential feature in online learning. That is why it is important to provide students with **feedback mechanisms in their training**, such as quizzes, tests, and other activities to gauge their proficiency. **Clear feedback and progress indicators motivate users** and provide a sense of accomplishment as they see their advancement through the training. And if results are presented, **celebrate together, as their success is your success**!Part of successfully engaging with your students is being sure to take the time and listen to them. It is not enough to just train them**; you need to show that you value their thoughts** and that there is an interaction among real people in real life. **Make sure that you respond to both positive and negative feedback**. Feedback is particularly useful also for future customization of your training to make sure that it really responds to trainees’ needs. **Feedback can be cognitive** (related to the information about how students learn and understand the training material), **behavioral** (information on how students behave in their classes, like going to class regularly and completing their homework) or **social** (how students talk and work with others in their class, joining in online conversations and working together on projects). Finally, in case needed, **trainer interventions should be light** to make sure the student can recover their training path at their pace, **ensuring their autonomy**, avoiding demotivation. **Section 1.3: Responding to user comments and addressing concerns**Responding to user comments and addressing their concerns in online training is essential for fostering a positive learning environment and maintaining learner engagement. Here are some guidelines for **effectively responding to user comments and addressing their concerns**:* **Prompt Response:** Aim to respond to user comments and concerns in a **timely manner**. **Prompt responses show that you value their input** and are committed to addressing their needs. Ideally, strive to reply within 24-48 hours, depending on the urgency of the matter. Be present in your course, show presence multiple times/week.
* **Active Listening:** Read user comments attentively to fully understand their concerns. **Take the time to comprehend their perspective** and the underlying issue they are expressing. Avoid making assumptions or jumping to conclusions before fully grasping the context.
* **Respectful and Empathetic Tone:** Respond to user comments in a **respectful and empathetic manner**. **Use a polite and understanding tone to acknowledge their concerns**. Empathy helps to build rapport and demonstrates your commitment to supporting their learning experience.
* **Address Concerns Directly:** Respond directly to the concerns raised by users. Provide relevant information, solutions, or explanations to address their issues. Be specific and concise in your response, focusing on actionable steps or clarifications.
* **Offer Solutions:** Whenever possible, **propose viable solutions to address user concerns**. **Provide clear instructions or suggestions** to help users **overcome any challenges** they may be facing. Offer additional resources, guidance, or alternative approaches that can assist them in their learning journey.
* **Personalize Responses:** Whenever feasible, **personalize your responses** to make users feel valued and heard. **Address them by their name, refer to specific points they raised, and tailor your response to their unique situation**. **Personalization helps create a more meaningful connection with users**.
* **Encourage Further Communication:** Encourage users to **continue the conversation if they have further questions** or require additional assistance. **Provide contact information**, such as an email address or a support forum, where they can reach out for further guidance. Let them know that their feedback is valued and that you are there to help.
* **Constructive Feedback:** If users express criticism or suggestions for improvement, **respond with gratitude and an open mindset**. **Acknowledge their feedback** and let them know that their input is **valuable for enhancing the training experience**. Thank them for their suggestions and assure them that you will consider their input for future updates or improvements.
* **Transparency:** **Be transparent in your responses**. If certain limitations or constraints prevent immediate solutions, **communicate this honestly to users**. Provide a clear explanation of any restrictions, while expressing your commitment to finding alternative ways to address their concerns.
* **Follow-Up:** When appropriate, **follow up with users to ensure that their concerns have been adequately addressed**. Check in with them to see if the provided solutions were helpful or if they require any further assistance. Follow-up actions demonstrate your dedication to user satisfaction and continuous improvement.

Remember, **each user interaction is an opportunity to provide exceptional support and enhance the overall learning experience**. By actively engaging with user comments and addressing their concerns, you **foster a positive learning community** and **build trust** with your learners.**Unit 2: Analyzing and Improving Online Training Delivery** **Section 2.1: Metrics and analytics for measuring the success of online training delivery**Measuring the success of online training delivery requires the use of **relevant metrics and analytics** to assess various aspects of the training program. Here are some key metrics and analytics that can help measure the effectiveness and impact of online training delivery:* **Completion Rates:** Measure **the percentage of learners who successfully complete the online training program**. This metric indicates the overall engagement and commitment of learners to complete the training.
* **Participation Rates:** Track the **level of participation and engagement throughout the training program.** Measure metrics such as the **number of logins**, **time spent** on the platform, and **activities completed**. This provides insights into the level of learner engagement and interaction with the training content.
* **Assessment Performance:** Analyze **the performance of learners in assessments, quizzes, or knowledge checks**. Measure metrics such as average scores, pass rates, and improvement over time. This helps **evaluate the effectiveness** of the training content and the extent to which learners have acquired the intended knowledge or skills.
* **Learner Satisfaction:** Gather **feedback from learners** through surveys or feedback forms to measure their satisfaction with the online training program. Assess their perceptions of the training content, delivery methods, user experience, and overall effectiveness. This provides insights into the quality of the training and areas for improvement.
* **Retention Rates:** Measure the **percentage of learners who continue to engage with the training program over time**. **Higher retention rates indicate the relevance and value of the training content**, as well as the effectiveness of the delivery methods in maintaining learner interest.
* **Progress Tracking:** Monitor the **progress of individual learners throughout the training program**. Track metrics such as module completion rates, time taken to complete each module, and overall progress. This helps **identify any bottlenecks or areas where learners may be struggling**, allowing for targeted interventions or support.
* **Knowledge Application:** Assess **the ability of learners to apply the acquired knowledge or skills in real-life situations**. This can be done through **practical assessments,** case studies, or performance evaluations. Measure the extent to which learners can effectively transfer their learning to practical scenarios.
* **Peer Engagement:** **Analyze the level of interaction** and collaboration among learners. Measure metrics such as **discussion forum participation, peer-to-peer feedback, or collaborative project completion**. This indicates the effectiveness of the online training environment in fostering peer learning and knowledge sharing.
* **Learning Analytics:** Utilize learning analytics platforms or tools to **track learner behavior, engagement patterns, and performance data**. Analyze data such as **click-through rates, time on task, resource utilization, or social interactions**. This provides deeper insights into learner preferences, challenges, and opportunities for improvement.
* **Business Impact:** Assess the **business impact of the online training program by measuring relevant metrics tied to organizational goals**. For example, measure **improvements in performance, productivity, satisfaction, or key performance indicators (KPIs) relevant to the training objectives**. This helps demonstrate the tangible value and return on investment (ROI) of the training program.

**Measuring online training metrics is a must** when you want to ensure your online learning experience is useful. With each piece of data, you have a golden opportunity to make adjustments. |
| **Glossary** | * **Gamification:** the practice of making activities more like games in order to make them more interesting or enjoyable.

Source: Cambridge Dictionary <https://dictionary.cambridge.org/dictionary/english/gamification> * **Responsive:** When we use the term “responsive”, we above all mean “responsive design”. This means making a website accessible and adaptable across all devices: tablets, smartphones, etc.

The principle of responsive design is achieved through cascading style sheets (CSS) and programming techniques (HTML). With these techniques, you can avoid integrating the same content several times, as the goal of responsive design is to adapt the same set of content to the different technologies being used.Source: At internet.com<https://www.atinternet.com/en/glossary/responsive/>**Learning Analytics (LAs):** are the measurement, collection, and analysis of educational-related data to understand and improve the learning and educational process in a given domain.Source: Maastricht University https://www.maastrichtuniversity.nl/learning-analytics**Metrics:** a set of numbers that give information about a particular process or activity.Source: Cambridge Dictionary <https://dictionary.cambridge.org/dictionary/english/metrics>**Key Performance Indicator (KPI):** A Key Performance Indicator (KPI) is a measurable target that indicates how individuals or businesses are performing in terms of meeting their goals. Reviewing and evaluating KPIs helps organizations determine whether or not they are on track for hitting their desired objectives.Source: Forbes <https://www.forbes.com/advisor/business/what-is-a-kpi-definition-examples/> |
| **Self-evaluation (multiple choice queries and answers)** | 1. Leaderboards, badges, challenges, and rewards: **a) are examples of gamification** b) are examples of personalizationc) are examples of multimedia integration2. How long shall online content be? **a) All are correct** b) Use short (10 minute) audio and video lecturesc) It is important to break the content into smaller, manageable chunks3. KPI stands for: **a) Key Performance Indicators**b) Key Performance Indexc) Key Production Indicators4. What are Completion Rates? **a) Measure the percentage of learners who successfully complete the online training program**b) Measure the percentage of learners who enrolled in the online training programc) Measure the percentage of learners who dropped the online training program5. What is Peer Engagement? **a) All are correct**b) Analyze the level of interaction and collaboration among learnersc) Measure metrics such as discussion forum participation, peer-to-peer feedback, or collaborative project completion |
| **Reference material** | Author: Blanche AllenTitle: **6 Tips For Creating Engaging And Interactive eLearning Courses**Publisher: eLearning Industry (website)Date of Publication: April 22, 2023URL: https://elearningindustry.com/tips-for-creating-engaging-and-interactive-elearning-coursesAuthor: Shay WrightTitle: **Seven creative ways to engage with your customers online**Publisher: Bplans. (website)Date of Publication: n.d.URL: <https://thrivethemes.com/how-to-teach-online/>Author: Livestorm TeamTitle: **10 Online Teaching Tools & Platforms for Your Virtual Classroom**Publisher: Livestorm (website)Date of Publication: October 20, 2020URL: https://articles.bplans.com/seven-creative-ways-to-engage-with-your-customers-online/Author: Jessie KwakTitle: **5 practical strategies for using digital tools to increase online student engagement**Publisher: everylearner (website)Date of Publication: May 2022URL: https://www.everylearnereverywhere.org/blog/5-practical-strategies-for-using-digital-tools-to-increase-online-student-engagement/Author: Maurice Kinsella, Niamh Nestor, John Wyatt - University College DublinTitle: **Monitoring student engagement via online teaching tools**Publisher: Times Higher Education (website)Date of Publication: July 12, 2021URL: <https://www.timeshighereducation.com/campus/monitoring-student-engagement-online-teaching-tools>Author: TeachologyTitle: **How Do I Address Common Concerns with Online Course** Development and Management?Publisher: Teachology (website)Date of Publication: n.d.URL: <https://www.teachology.ca/knowledgebase/how-do-i-address-common-concerns-with-online-course-development-and-management/>Author: Dr. Brendan MoloneyTitle: **Metrics To Use To Track Success In Your eLearning Courses**Publisher: eLearning Industry (website)Date of Publication: November 7, 2018URL: https://elearningindustry.com/track-success-in-your-elearning-courses-metrics-use |
| **Resources (videos, reference link)** | Amtech training module\_How\_to\_engage\_students\_in\_online\_training\_EN.pptx |