



# Presenters



**Jessica Briskin,**  
M.Ed



**Tataleni I. Asino,**  
MS, M.Ed



**Aileen G. Zaballero,**  
MS, CPLP



**Ann Parker,**  
Community of Practice Manager



**Kristopher Newbauer,**  
Ed.M, MHRM, CPLP, SPHR, CPT



Association for  
Talent Development



The Standard for Lifelong Learning  
International Association for  
Continuing Education and  
Training



# Collaboration



Association for  
Talent Development

**ATD's mission is to empower professionals to develop talent in the workplace.**

**IACET's mission is to advance the global workforce by providing the standard framework for quality learning and development through accreditation.**



**R&A's mission is to accelerate the potential of an organization's talent pool and optimize the performance of its people.**



# SKILLS, CHALLENGES, AND TRENDS IN INSTRUCTIONAL DESIGN



ATD Research:

*Connecting Research to Performance*

**WHITEPAPER**

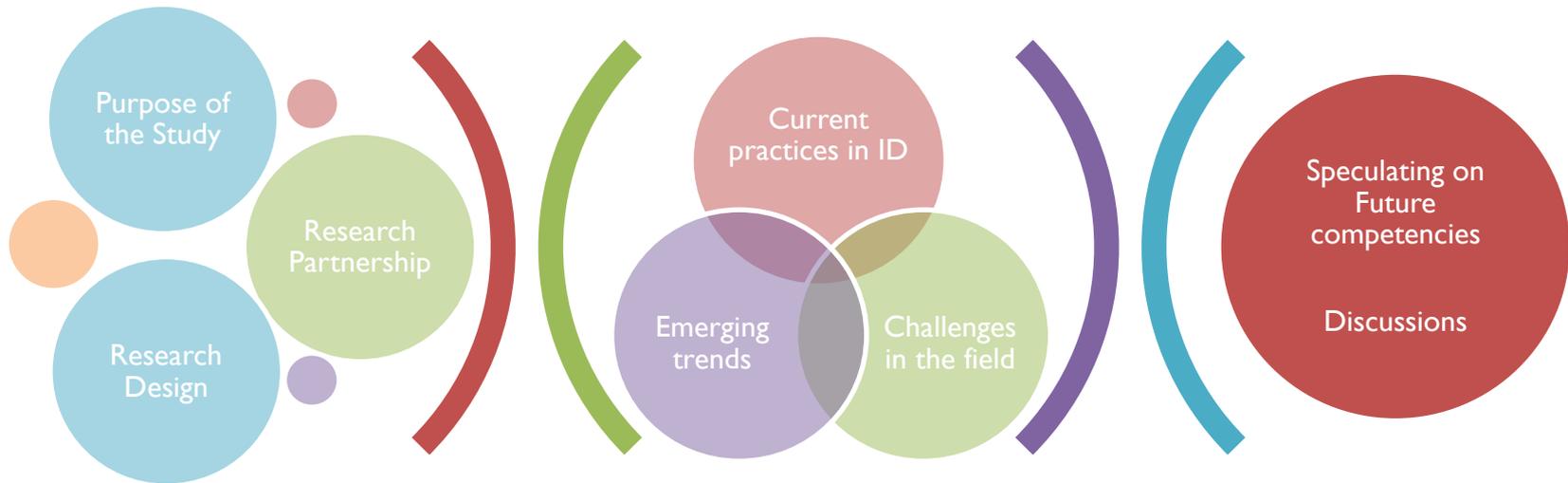
TOP  
**5**

IMPORTANT TASKS FOR  
INSTRUCTIONAL DESIGNERS:



To access the report: [www.td.org/idcompetencies](http://www.td.org/idcompetencies)

# Agenda

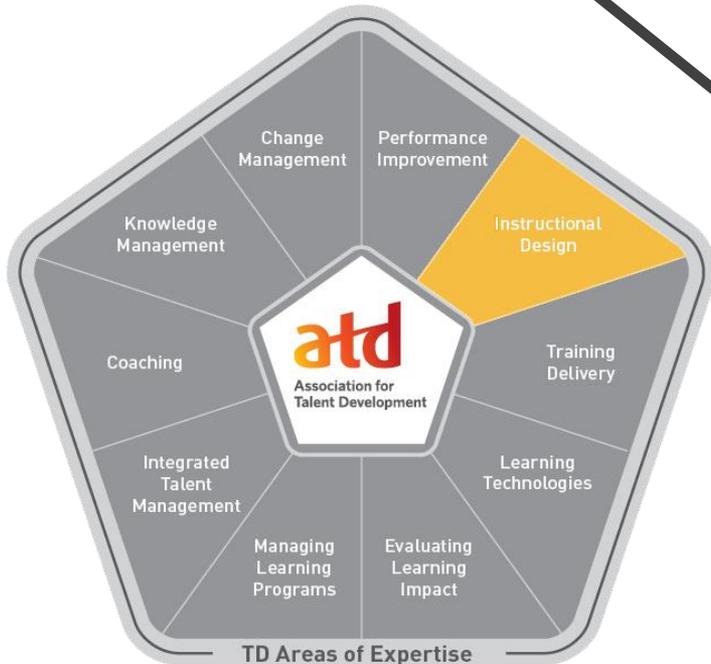
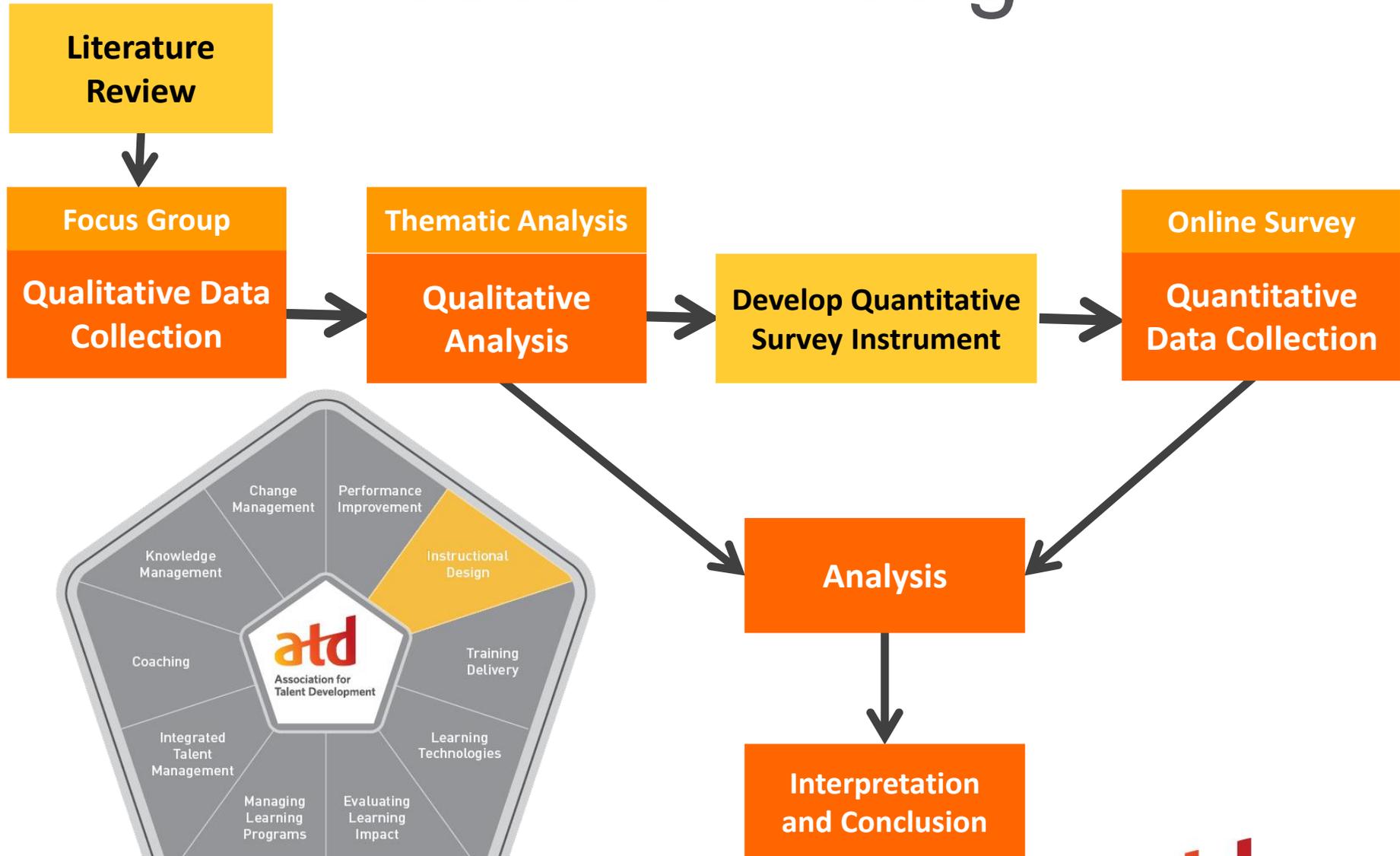


# Introduction and Purpose

- Primary purpose:
  - Focus on ID competencies, examine pivotal role instructional designers have in the talent development field.
- Guiding questions:
  - Have the behaviors, skills, and knowledge that ID relies on changed, or should they change?
  - What skills are needed by ID professionals to succeed in a provocatively fast-paced, changing environment?
  - How has ID evolved over the past few decades?

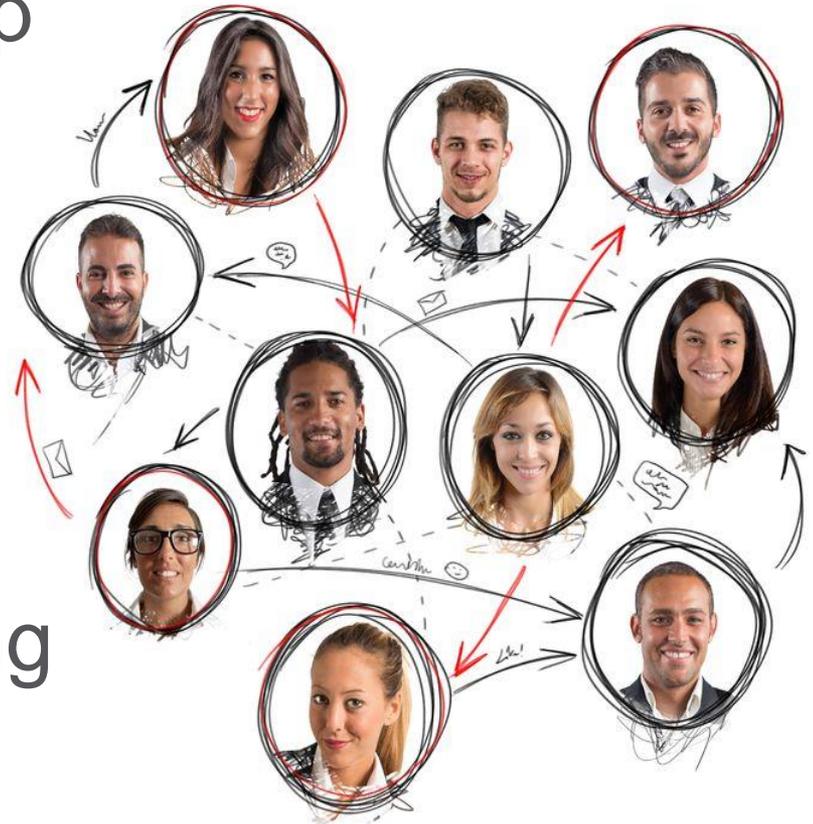
How was the data collected and who participated in the study?

# Research Design



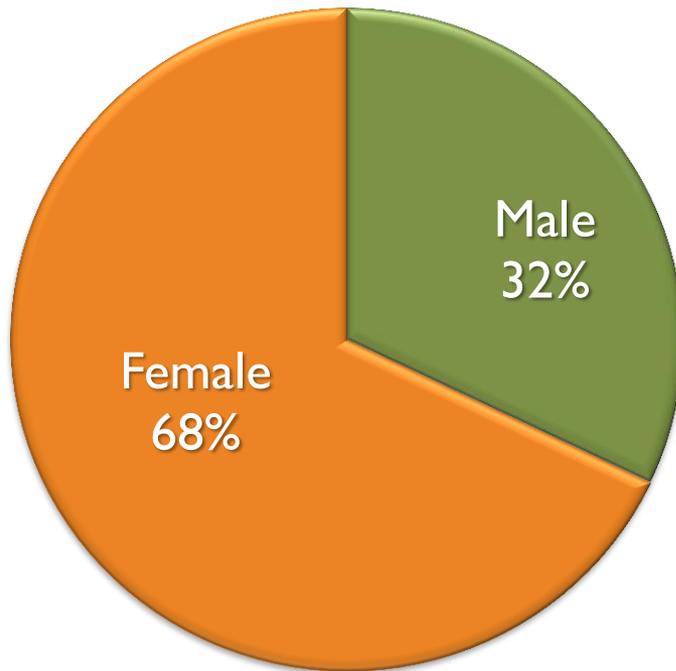
# Focus Group | Qualitative Data

- Corporate Virtual Group
  - 5 participants (2W/3M)
- University IDs
  - 6 participants (3W/3M)
- Online Campus IDs
  - 2 participants (2W/1M)
- ATD Designing Learning
  - 7 participants (5W/2M)
  - 5 participants (4W/1M)

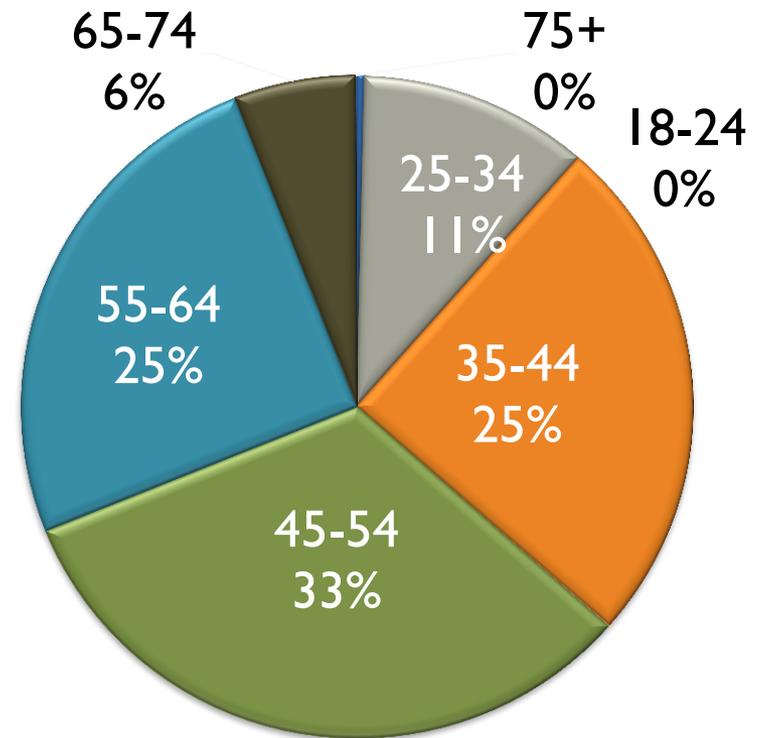


# Survey results | Qualitative Data: 1381

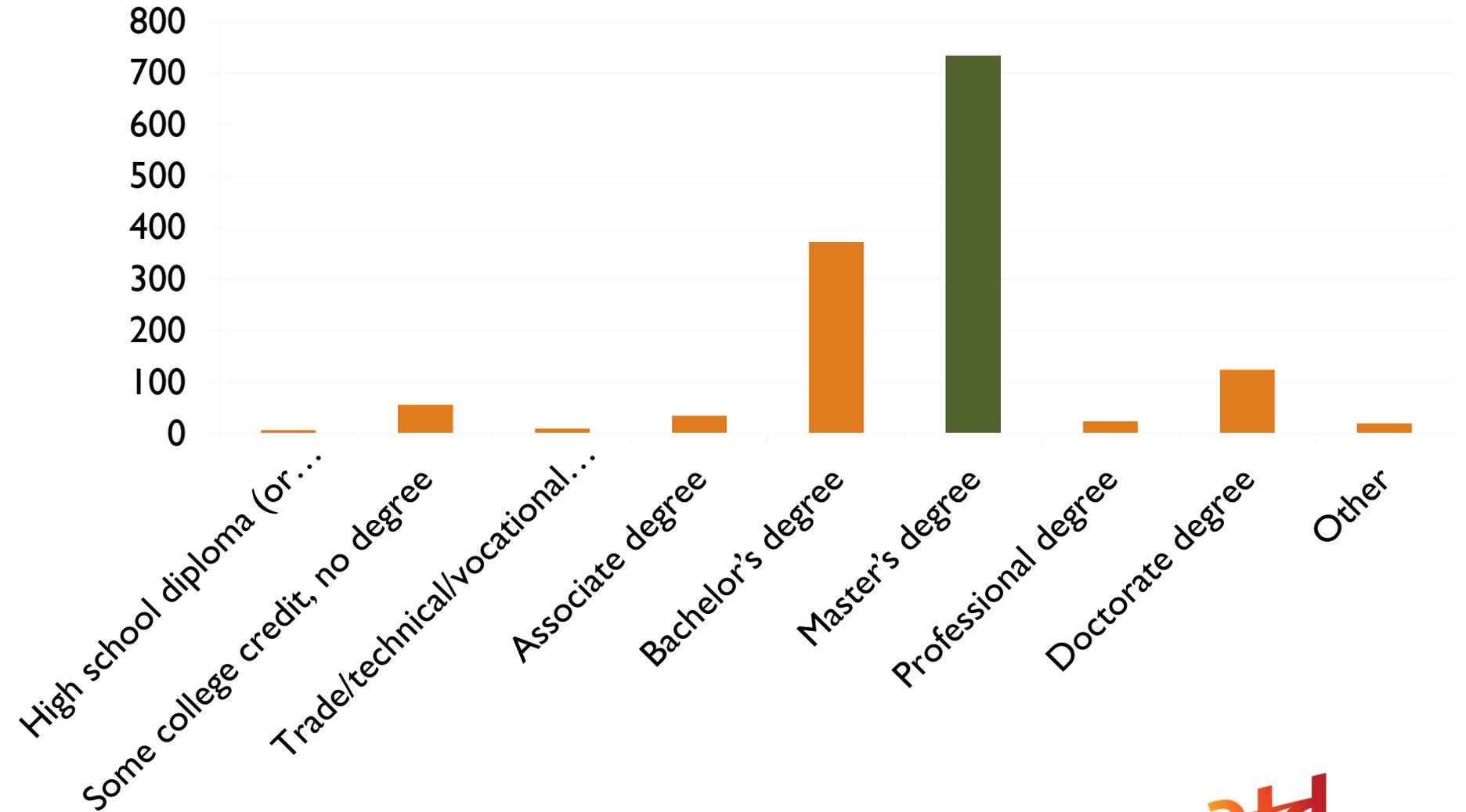
## Gender



## Age



# Survey Results | Quantitative Data

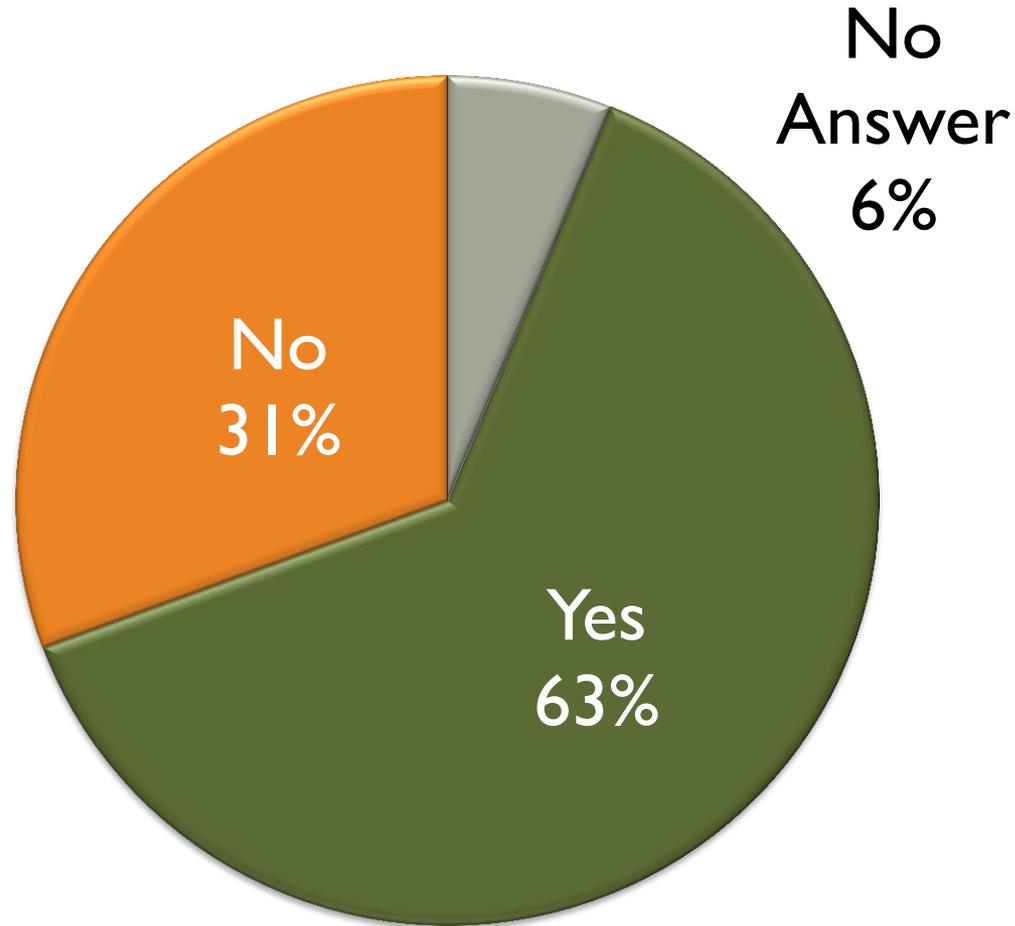


# SURVEY RESULTS | Industry of Participants

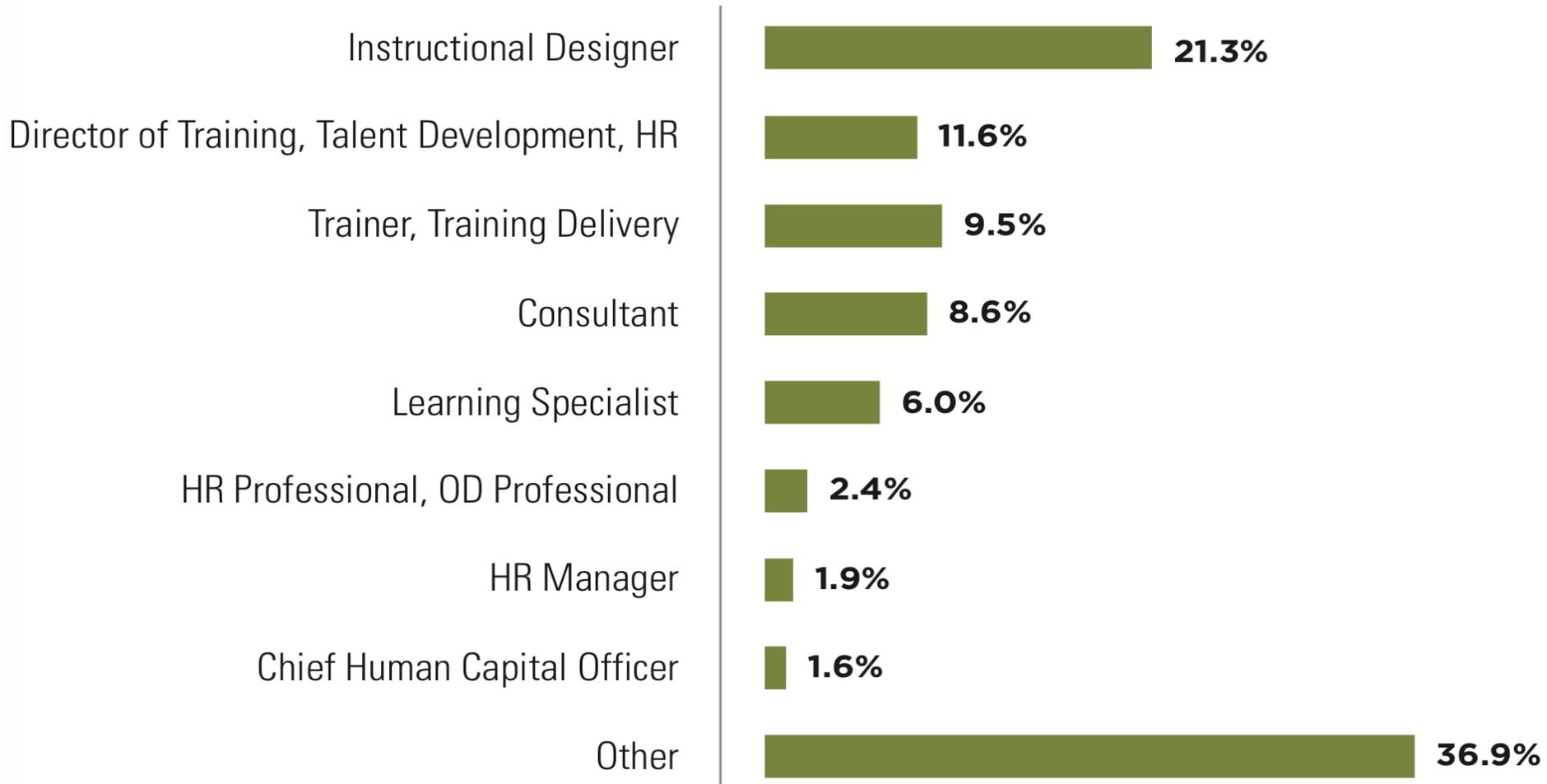
Industry	Number	%
Finance and Insurance	183	13%
Healthcare	174	13%
Colleges, Universities and Professional Schools	138	10%
Management Consulting Services (including HRD consulting)	123	9%
Manufacturing	112	8%
Government	43	3%
Information (other services)	40	3%
Pharmaceutical	39	3%
Retail Trade	36	3%
Software Publishers	35	3%
Utilities	32	2%
Business Schools and Computer and Management Training	24	2%
Non-Profit Association	24	2%
Broadcasting and Telecommunications	22	2%
Transportation and Warehousing	22	2%
Other	267	22%

What was the **most**  
**compelling** findings?

# ID Title Reflect Work | Job Title



# Participants | Current Job Title



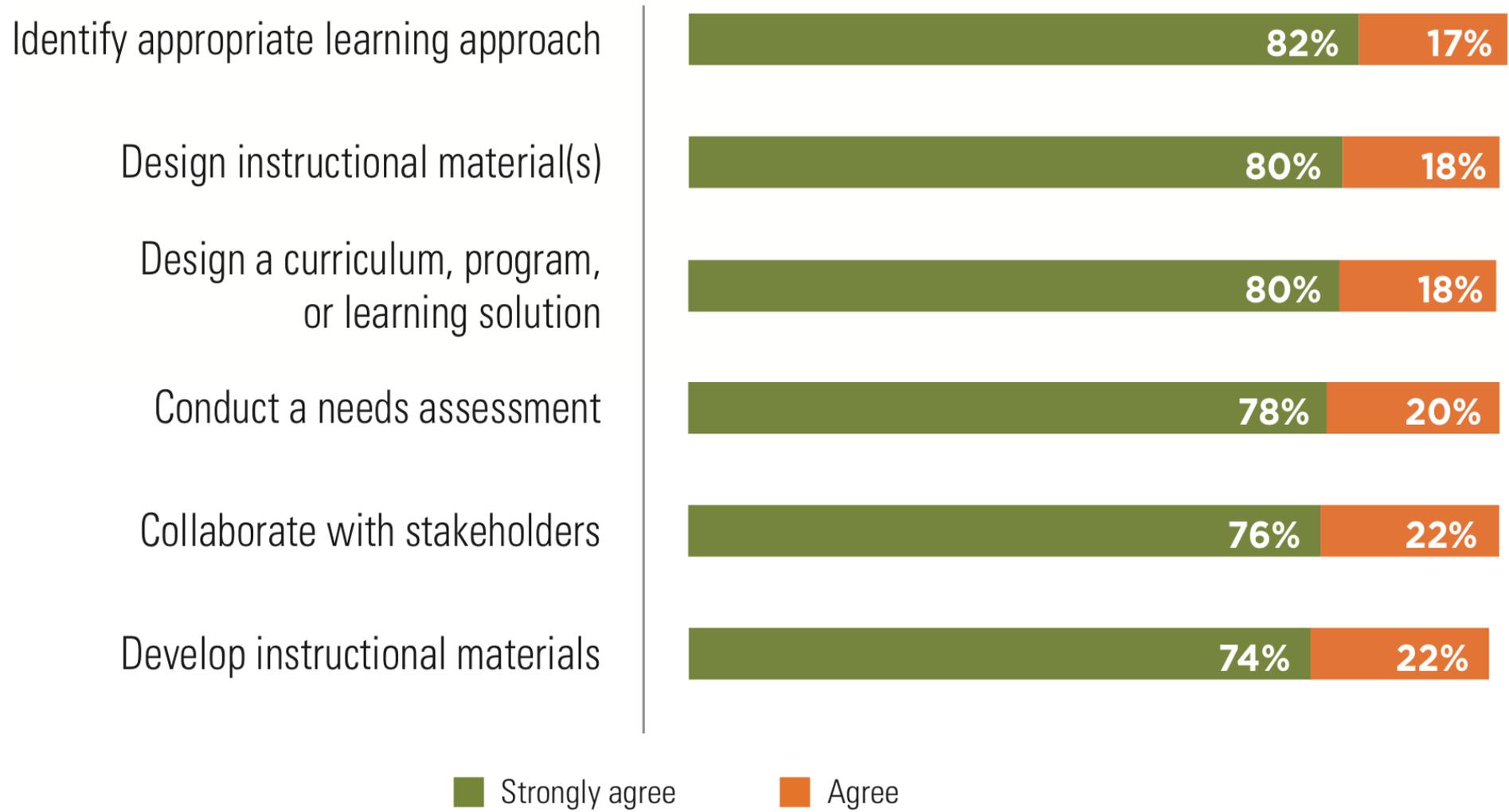
What the research  
says about **current practices**  
and **competencies** in  
Instructional Design?

# Current Practices

- eLearning
- mLearning
- Game-based learning
- Responsive design
- Social learning / social media



# Survey Results | ID Competencies



What are some of the **key challenges** that instructional Designers are facing today?

# ID Challenges

- Insufficient time to develop
- Lack of evaluation of past training to inform future design
- Inefficient budget



# Survey Results | Challenges

Insufficient time to develop



Insufficient budget



Lack of evaluation of past training to inform future design



Insufficient training afforded to instructional designers for emerging technologies



Lack of recognition for the value added by instructional designers



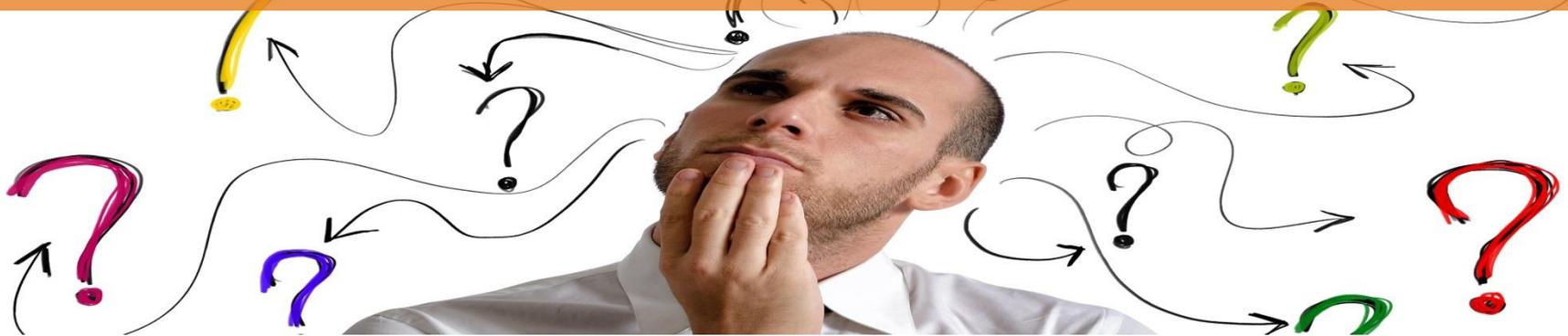
Obtaining approval from IT to experiment with new technologies or methods



Always

Often

What additional  
competencies are  
needed?



What trends do you believe will have the most impact on ID competencies in the future?



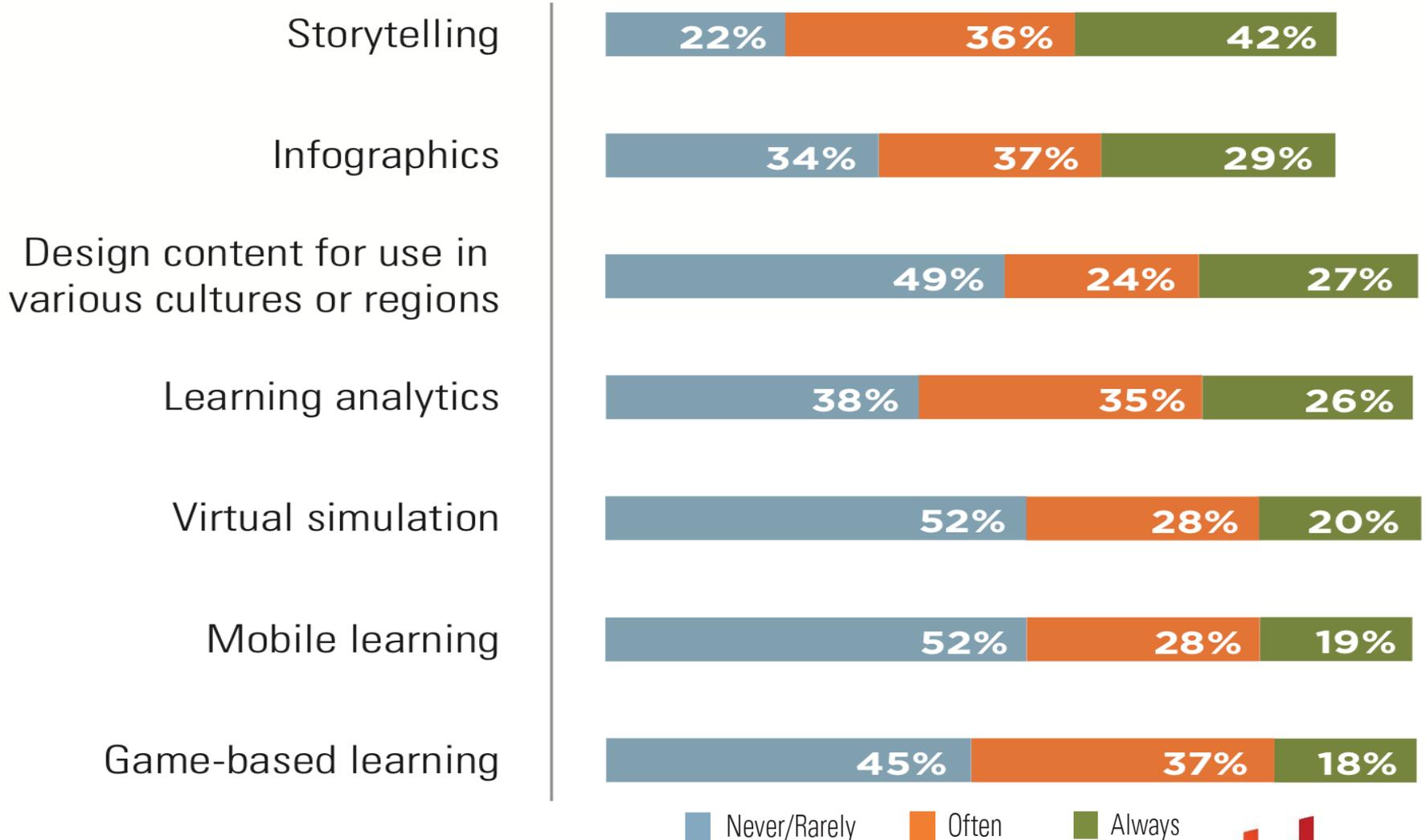
What did the study reveal  
about **emerging trends**?

# Emerging trends| Technology

- Storytelling
- Infographics
- Designing content for use in various cultures/regions
- Learning analytics
- Virtual simulation

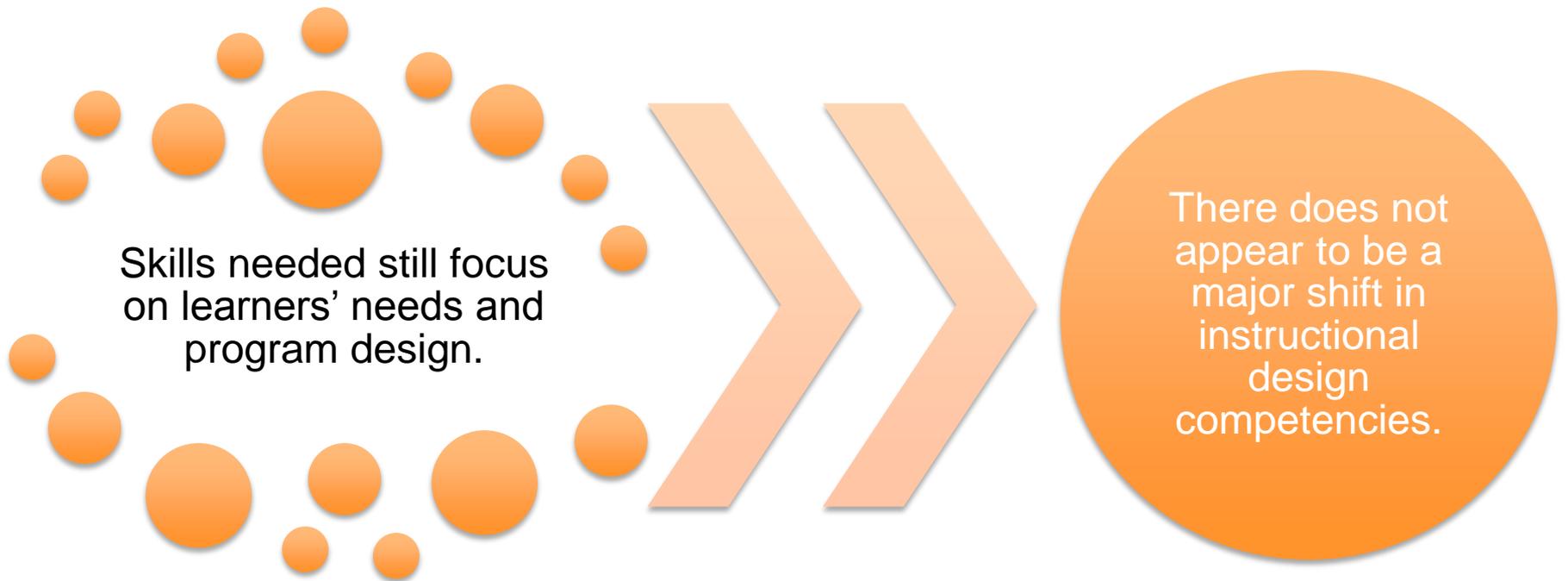


# Survey Results | Emerging Trends



# Summary

Based on the data from 1,381 respondents:



Based on your experience do you think **Instructional Design competencies** look different?

# Join the Blog!

[www.RothwellAndAssociates.com/competencies](http://www.RothwellAndAssociates.com/competencies)



# Future Implications



# SKILLS, CHALLENGES, AND TRENDS IN INSTRUCTIONAL DESIGN

ATD Research:

Connecting Research to Performance

WHITEPAPER

TOP  
5

IMPORTANT TASKS FOR  
INSTRUCTIONAL DESIGNERS:



CONDUCT A  
NEEDS ASSESSMENT



DESIGN A CURRICULUM,  
PROGRAM, OR  
LEARNING SOLUTION



IDENTIFY APPROPRIATE  
LEARNING APPROACH



COLLABORATE  
WITH OTHERS



DESIGN INSTRUCTIONAL  
MATERIALS



## ID IS INCORPORATING EMERGING TRENDS



1,381

respondents to the survey

atd  
RESEARCH

To access the  
report:

[www.td.org/idcom  
petencies](http://www.td.org/idcompetencies)



atd  
Association for  
Talent Development



Thank You!



Association for  
Talent Development

[www.td.org](http://www.td.org)



[www.iacet.org](http://www.iacet.org)



[www.RothwellAndAssociates.com](http://www.RothwellAndAssociates.com)



# Contact Information

- Tataleni I. Asino, MS, MEd
  - [tataleni@psu.edu](mailto:tataleni@psu.edu)
- Jessica Brisk, MEd
  - [Jessica.briskin@gmail.com](mailto:Jessica.briskin@gmail.com)
- Aileen Zaballero, MS, CPLP
  - Email: [leenzaballero@rothwellandassociates.com](mailto:leenzaballero@rothwellandassociates.com)
- Kris Newbauer, Ed.M, MHRM. CPLP, SPHR, CPT
  - Email: [kristopher.newbauer@rotary.org](mailto:kristopher.newbauer@rotary.org)
- Ann Parker
  - Email: [WilliamJRothwell@RothwellandAssociates.com](mailto:WilliamJRothwell@RothwellandAssociates.com)
- Website: [www.rothwellandassociates.com](http://www.rothwellandassociates.com)