



City of San Antonio's Recreational Soccer Club Instructional Design Proposal

10.08.2018

Robin Webb

University of Alabama at Birmingham

IDD 650

Fall 2018

Learning Solution

Dan Anderson, the Director of the City of San Antonio's Recreation Soccer Club, is soliciting the help of an instructional designer before the upcoming soccer season begins. The influx of new volunteers has presented itself to be an issue because they lack any experience coaching recreational soccer. The target audience includes both male and female learners between the ages of 30- 50 years old. Therefore, the objective of this project is to create instruction that can be used for training purposes. The role of the instructional designer is to gather background and supplement information, identify an appropriate instructional approach to engage the learners, communicate with the hiring organization regularly, and to pivot instructional according to the needs of the learners and budget that is provided.

This training program comes complete with suggested methodology for the instructional design, development, implementation, and assessment of this project. Therefore, the instructional materials will be developed using the Universal Design for Learning (UDL) as the instructional approach. UDL is used to develop lesson plans and assessments using a specific framework and progression. The UDL framework is based on the following principles: Representation; Action and Expression; Engagement.

- Representation principle of UDL: The instruction will be offered in an e-learning format as well as an audio format.
- Action and expression: The learners will be given an opportunity to team up into groups and teach each demonstrate coaching based on the instruction they have previously reviewed.
- During the delivery of the instruction, the learners will be given opportunities to increase motivation by offering first pick of practice team players. The learners will also be given an opportunity to choose which area they feel the most confident in and use this topic as a pass to skip that part of the instruction, provided they pass the corresponding component of the the training assessment.

This project will be managed by the instructional designer following provided timeline of the soccer club director, Mr. Anderson. Due to the inconsistent availability of the volunteer coaches, all training materials will be accessible via an online portal. This will have a positive effect on the cost of the training development.

Technical Approach

The role of the instructional designer is to design and develop instructional within the parameters that are specified within the instructional design proposal. The instruction can be accessed using either PC or MAC operating systems. It will be powered using an online software called Teachable. The course will be secured using password entry access. It will be available for unlimited access 24/7. This method of delivery is the most cost effective due to the time constraint and limited budget. The learners should be able to access the content using workstations that possess at least a broadband connection to the Internet. Suggested Internet browsers are Safari, Google Chrome, Firefox, and Microsoft Internet Explorer. Students with disabilities should also be able to access the content in each module.

Timeline

The project will be expedited and take a total of 12 weeks to complete to in order to accommodate the short time frame before the season starts. The project will be designed, developed, and assessed over the course of four phases. Each phase will consist of three weeks. The timeline for the project will proceed as follows:

Phase 1: During this phase, the instructional designer will focus on the design and development of the project using the needs analysis information that is gathered.

Phase 2: During this phase, the design and effectiveness of the instruction will be assessed. Based on the assessment, alterations and modifications will be made to the design.

Phase 3: The alterations and modifications of the instruction will be implemented to the new design and will be assessed for effectiveness.

Phase 4: The instruction will be evaluated based on the performance of the volunteers/ learners.

Materials to Incorporate

I. Existing Material

- A. Coaches Training Room: Week 1- 4- Soccer Passing Fundamental Sessions

II. Unique Material

- A. Gagne's Nine Events of Learning Theory- Gagne provides a clear roadmap of how to get learners to acquire new information. His steps can also be used by coaches to help learners connect to the new information and learn it. The steps of Gagne's Nine Events are: (1) gain attention (2) Inform learners of objectives (3) Stimulate recall of prior knowledge (4) Present the content (5) Provide "learning guidance" (6) Elicit performance (7) provide feedback (8) Assess performance (9) Enhance retention

Platform

- Communication Plan
 - Include schedules for:
 - Weekly meetings with Instructional designer and client leaders
 - Provide weekly progress reports
 - Provide weekly review of project progress
- Timeline
 - Specify deliverables and review checkpoints for both the client and the project team.
- Outline and workflow
 - Provided for each module design
- Interface Design, eLearning Development, Interface Design, and Media Production
 - Reflect usability
- Storyboards
 - Includes content, animation plans, graphic descriptions, and interface navigation options.
- Delivery of Each Module
 - Based on project timelines, each module will be delivered upon completion for review by the client on a weekly basis.

Sample Module

Week 3: Soccer Passing Fundamental Sessions- Through Balls and Creativity

- I. Focus/ Objective
- II. Typical Flow
- III. Through Ball Diamonds Soccer Drill
 - A. Soccer Field Dimensions
 - B. How To: Demonstrate
- IV. Soccer Shooting Through Balls Circuit
 - A. Soccer Field Dimensions
 - B. How To: Demonstrate
- V. Soccer Switching Play
 - C. Soccer Field Dimensions
 - D. How To: Demonstrate
- VI. Through Ball Soccer Conditioned Game
 - E. Soccer Field Dimensions
 - F. How To: Demonstrate

References

Aggarwal, B. (2018, April 11). What Is The Role Of The Instructional Designer?

Retrieved from

<https://elearningindustry.com/what-role-of-the-instructional-designer>



Arshavskiy, M. (2017, July 18). The Role of an Instructional Designer as Project Manager. Retrieved from <https://elearningindustry.com/the-role-of-an-instructional-designer-as-project-manager>

Instructional Design Examples. (2018). Retrieved from <https://www.elearninglearning.com/instructional-design/examples/>

Pelayo, A. (2009, January 27). Sample Project Proposal Design Document. Retrieved from <https://www.slideshare.net/arturopelayo/sample-project-proposal-design-document-presentation>

Room, C. T. (n.d.). Soccer Coaching Sessions | Soccer Coaching Drills | Soccer Coaching Videos | Soccer Coaching Resources | Coaching Youth Soccer. Retrieved from <https://go.coachestrainingroom.com/home>

University of Florida. (2018, March 13). Retrieved from <http://citt.ufl.edu/tools/gagnes-9-events-of-instruction/>

Vogel, E. (2016, September 18). Week 3: Passing Fundamentals. Retrieved from <http://coachestrainingroom.com/passing-fundamentals-week-3-through-balls-and-creativity/>