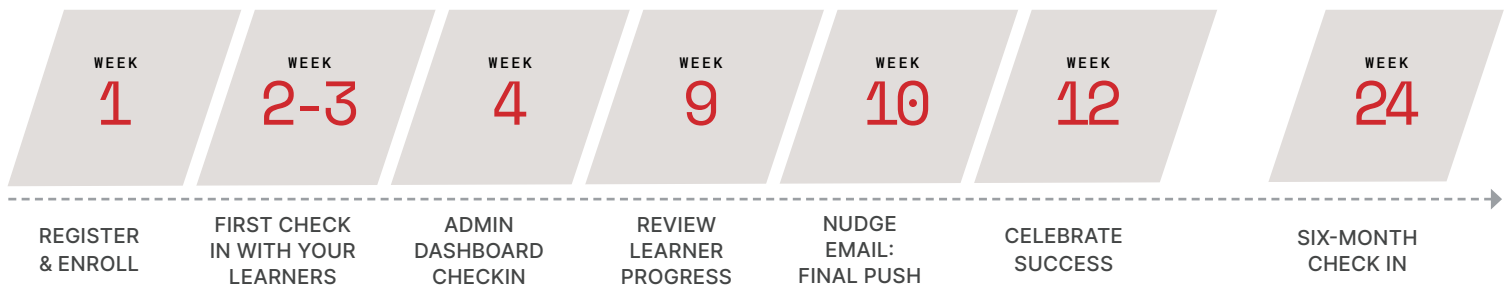




# Key Timelines in Successful Programs



## Best Practices

Based on edX research on learner behavior, and benchmarks and best practices established by edX For Business customers, these are our suggestions for optimum program design and reinforcement.

Best Practices: <b>Program Design</b>	Best Practices: <b>Reinforcement</b>
Establish clear expectations	Behavior modeling
Set Finite amounts of time for self-paced course completion	Reinforcement through social/in context learning
Develop company-specific cohorts	Use insights from the admin dash to make decisions and take action
Make space for workday learning	Celebrate success to the org
Select first AND second courses	Use edX programs as learning pathways

<b>Best Practices: Program Design</b>	<b>Best Practices: Reinforcement</b>
<p><b>Establish clear expectations</b></p> <p>Tie learning to employee goals and other measurable outcomes</p>	<p><b>Behavior Modeling</b></p> <p>Have learnership, managers and other high-profile employees enroll in courses; share their experiences; and serve as resources.</p>
<p><b>Set finite amounts of time for self-paced course completion</b></p> <p>Courses with defined, speedy times to completion see higher rates of success. Conversely, while self-paced courses allow for greater levels of flexibility, they also can see higher attrition and loss of learner motivation due to the long timeframe.</p> <p>Use the expected course length as a guidepost, adding ~2 weeks of additional time for self-paced courses (e.g., give 10 weeks for an 8 week course).</p>	<p><b>Reinforcement through social/in-context learning</b></p> <p>Provide opportunities to apply new skills and knowledge on the job to cement learning. Understanding how courses and programs help to solve work-related problems creates a connection to the course material, underscores the value of learning programs and supports motivation, engagement and completion.</p> <p>Mentorship also reinforces and expands upon learning and how it applies to the organization. Mentorship can be a formal program or simple activities to connect learners and subject matter experts such as discussion forums on internal communications channels or lunch-and-learns.</p>
<p><b>Develop company-specific cohorts</b></p> <p>Enroll learners at the same time. This helps you:</p> <ul style="list-style-type: none"> <li>• Track how your learners are pacing against the course and each other</li> <li>• Facilitate social learning across the org</li> <li>• Create opportunities to apply and share new skills on the job</li> <li>• Apply positive “peer pressure”</li> </ul>	<p><b>Use insights from the admin dash to make decisions and take action</b></p> <p>Use the dash to track how learners are progressing and ping them before course end dates as well as to check in on a regular cadence. Learners report that these gentle nudges have a positive impact on their motivation and performance.</p>
<p><b>Make space for workday learning</b></p> <p>Research shows there is a statistically significant positive relationship between workday learning and course completion rates, even if just a few minutes. Learn more</p>	<p><b>Celebrate Success (templates here)</b></p> <p>Recognition and motivation go hand-in-hand. Even the smallest acknowledgements help to support learner engagement. Further, it can serve as encouragement and endorsement of the learning program and incent wider employee participation.</p>
<p><b>Select first AND second courses</b></p> <p>edX research shows that rates of engagement and success gain significant momentum after only completing one course. Support success by helping your learners move quickly into their second course.</p>	<p><b>Use edX programs as learning pathways</b></p> <p>edX programs are designed by course teams from the best institutions in the world to develop specific skill sets and knowledge bases. Use program curriculum as a pathway for your learners.</p>