

2023 NATIONAL TRAINERS' EXCHANGE

Tailoring Courses to be More  
**INCLUSIVE &  
RELATABLE**



Hello!



## KRYSTAL WERNER

UX & Content Strategy Director

Digital Wave Crafting User-Centered Experiences Since 1993





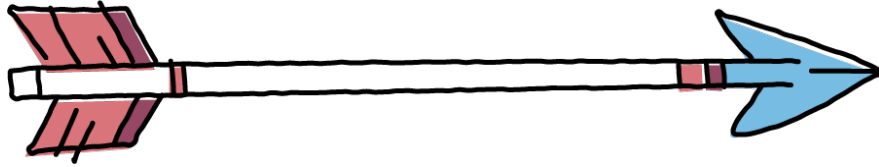
# Shift Your Perspective



Learner-Centric Courses



# What does an arrow look like?



Instructor Perspective



Learner Perspective



# Learnercentric courses are...



Course is easy to navigate and supports their engagement




Content is relevant to their challenges and learning needs



Content uses real-world examples that can be connected to their own experiences and prior knowledge





**“Every student can learn, just not on the same day or in the same way.”**

*– George Evans*





# Get to know your learners...

- Identify your target audience(s)
- Conduct a needs analysis
- Collect feedback data

**...and learn what does and doesn't work.**







# Design for All

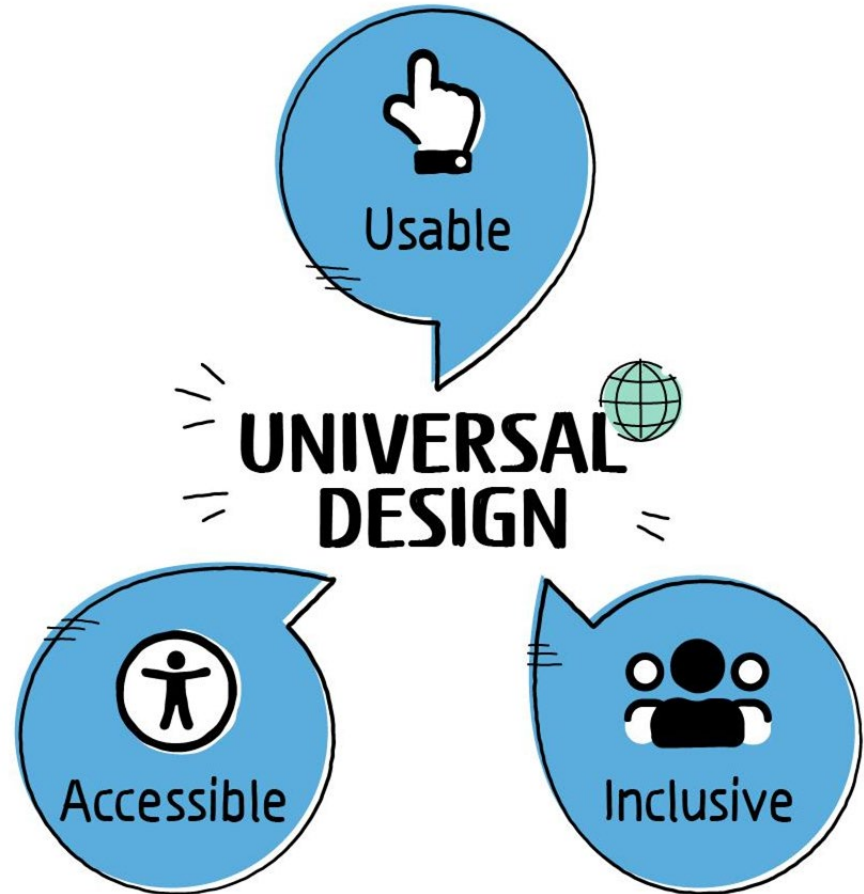


Universal Design



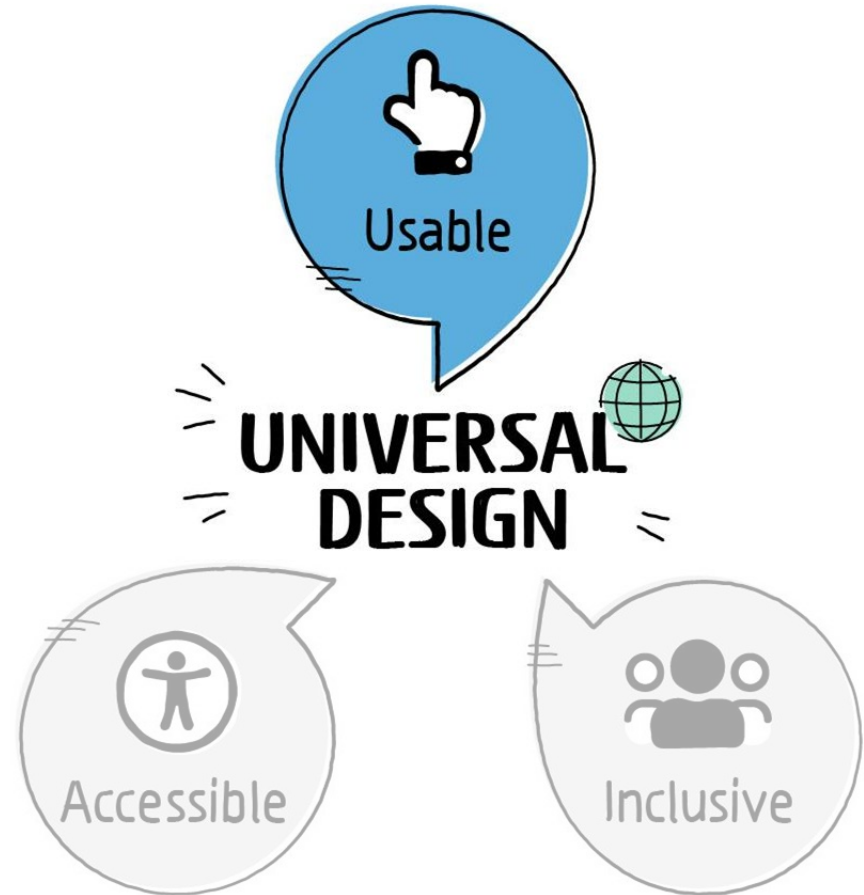
# Universal Design

Usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.



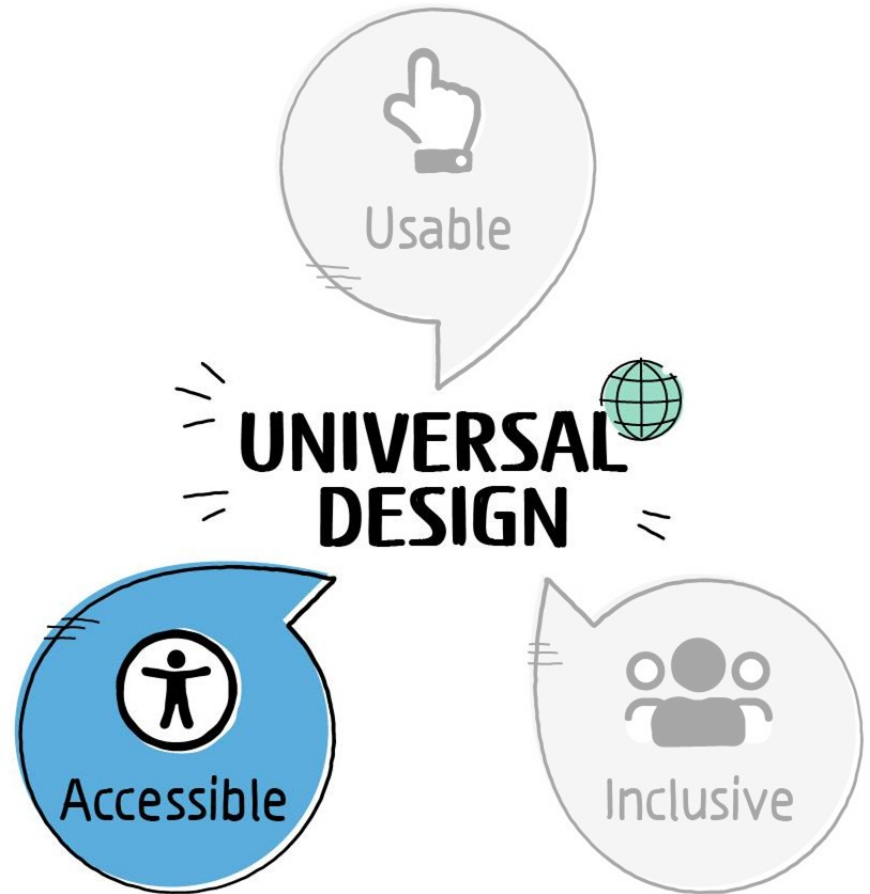
# Usable Design

The measure of how well your learner can use your course to achieve a defined goal effectively, efficiently and satisfactorily.



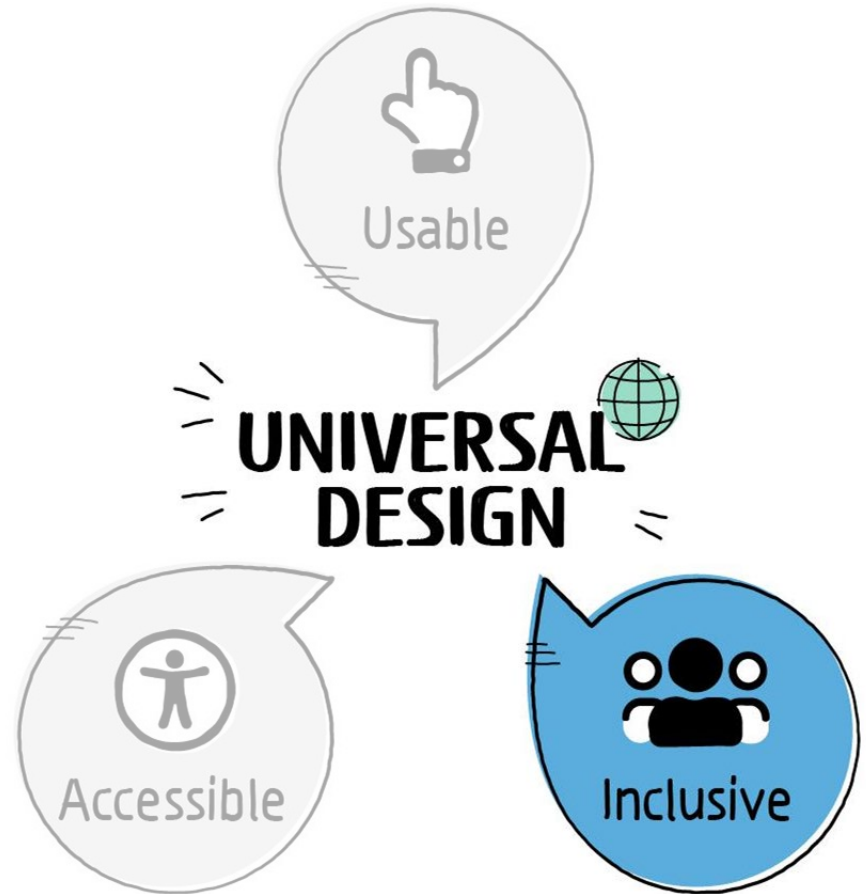
# Accessible Design


The needs of people with disabilities are specifically considered.



# Inclusive Design

Understanding and enabling your learners of all backgrounds and abilities. Including those who may otherwise be excluded or marginalized.






**“Diversity is being invited to the party.  
Inclusion is being asked to dance.”**

*— Verna Meyers, DEI Expert and Author*

**...then Accessibility is ensuring everyone  
can get to the dance floor.**





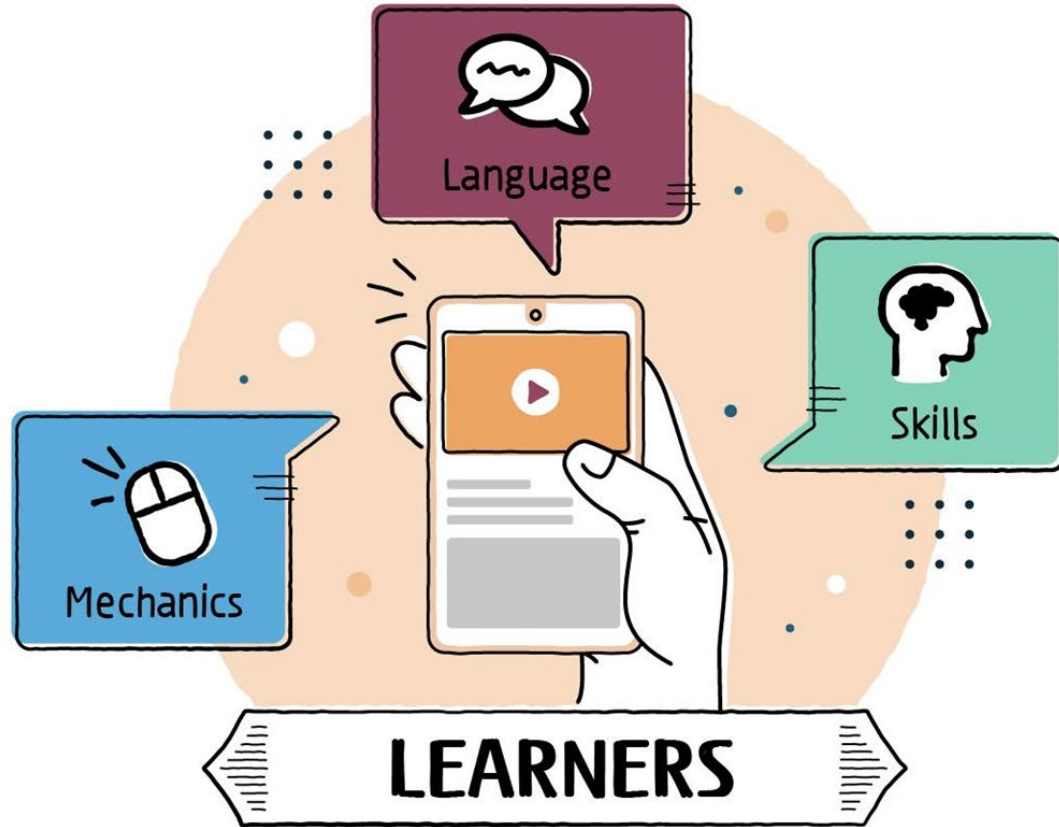
# Tailor Your Course



Learner Considerations



# Consider your learners'...

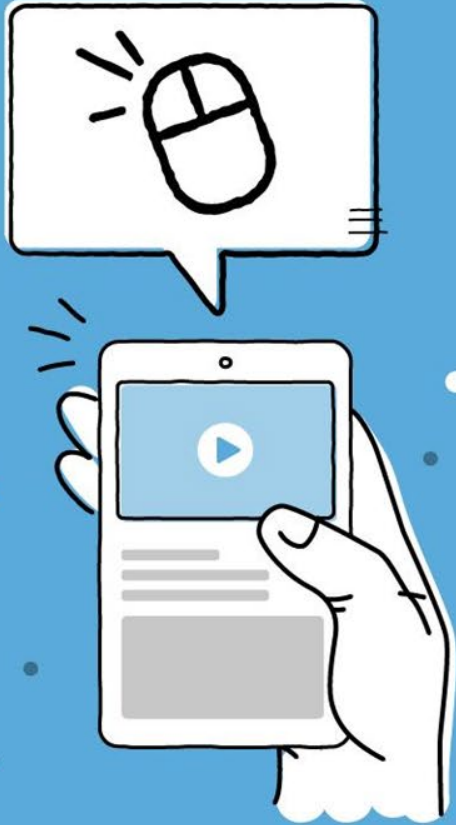




# Mechanics

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- Visual
- Hearing
- Mobility
- Cognitive



# Don't Forget Your Shades



PHOTO BY ETHAN ROBERTSON ON UNSPLASH



# Don't Forget Your Shades

Contrast Ratio

**2.07:1**



PHOTO BY ETHAN ROBERTSON ON UNSPLASH





- **Maintain Relationships**
- **Share Knowledge**



- **Sell Your Service**
- **Write Blank Checks**





- **Maintain Relationships**
- **Share Knowledge**



- **Sell Your Service**
- **Write Blank Checks**





## Do



**Maintain Relationships**



**Share Knowledge**



## Don't



**Sell Your Service**



**Write Blank Checks**





PHOTO BY PHOTO BY CDC ON [UNSPASH](#)



**Mechanics** | Accessible Images



✘ DON'T DO!

Image of a man wearing personal protective equipment.

⊖ OKAY

Two men demonstrate how to layer a ventilated hood with a protective suit.

✔ GOOD!

A fire rescue officer demonstrates how to layer a breathe-easy hood on top of a disposable coverall on a volunteer.







Centers for Disease Control and Prevention Quarantine Stations participate in public health preparedness exercises at U.S. international airports, and work with visiting partners from other countries, during public health training exercises.





Learn more about handling contaminated soils. When done, click next.



## Closed Captions



Includes only the spoken words of a video for verbatim.

Used as an alternative way to consume the video's information.



**Required for accessibility!**

## Transcripts



Includes background sounds and speaker changes to allow people with hearing impairments to experience the video.

## Subtitles

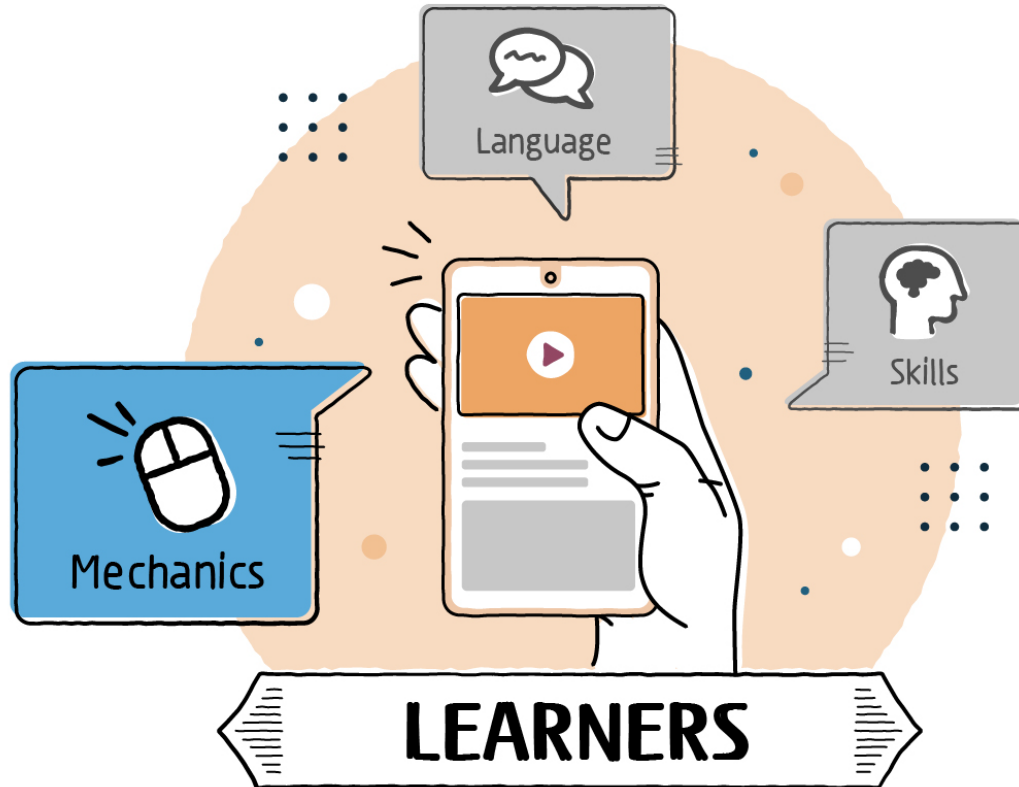


Translation of all the spoken words into a different language than what is used within the video.

Assumes viewers can hear the audio and background sounds.



# Consider your learners'...





# Language & Culture

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- Perceivable
- Inclusive
- Plain language
- Relatable

**A spill occurred involving twelve 10,000 gallon vertical storage tanks on 11/20/2021 at 13:00. It resulted in a contamination area of two miles and will take an estimated \$10,000,000 to clean up.**



**A spill occurred involving twelve 10,000 gallon vertical storage tanks on 11/20/2021 at 13:00. It resulted in a contamination area of two miles and will take an estimated \$10,000,000 to clean up.**



 **AVOID THESE**

 **TRY THESE**

**ballpark figure** .....

**rough estimate**

**in the loop** .....

**aware**

**piece of cake** .....

**easy**

**guru** .....

**expert**

**minorities** .....

**marginalized groups**

**his document** .....

**their document**

**man up** .....

**be brave**

**ladies and gentlemen** .....

**team**







PHOTO BY STEPHEN HAMILTON PRESSEYE



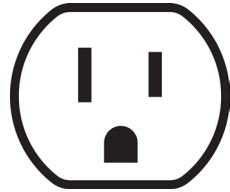


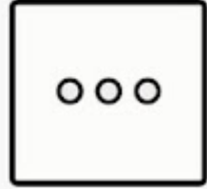
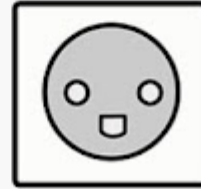
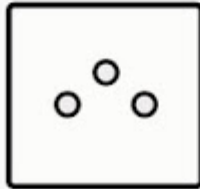
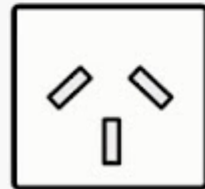
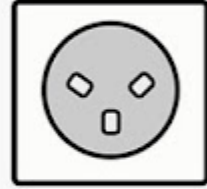
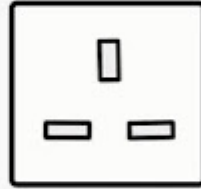
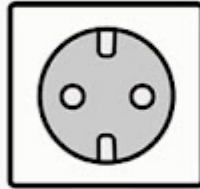
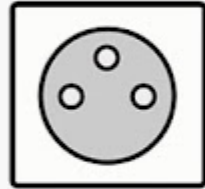
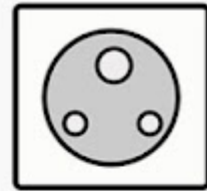
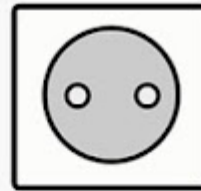
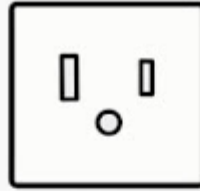
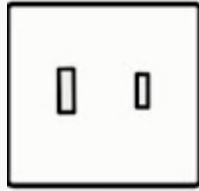
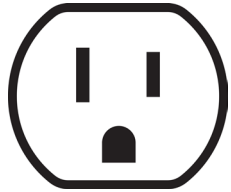
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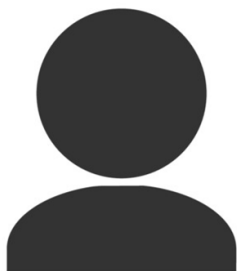
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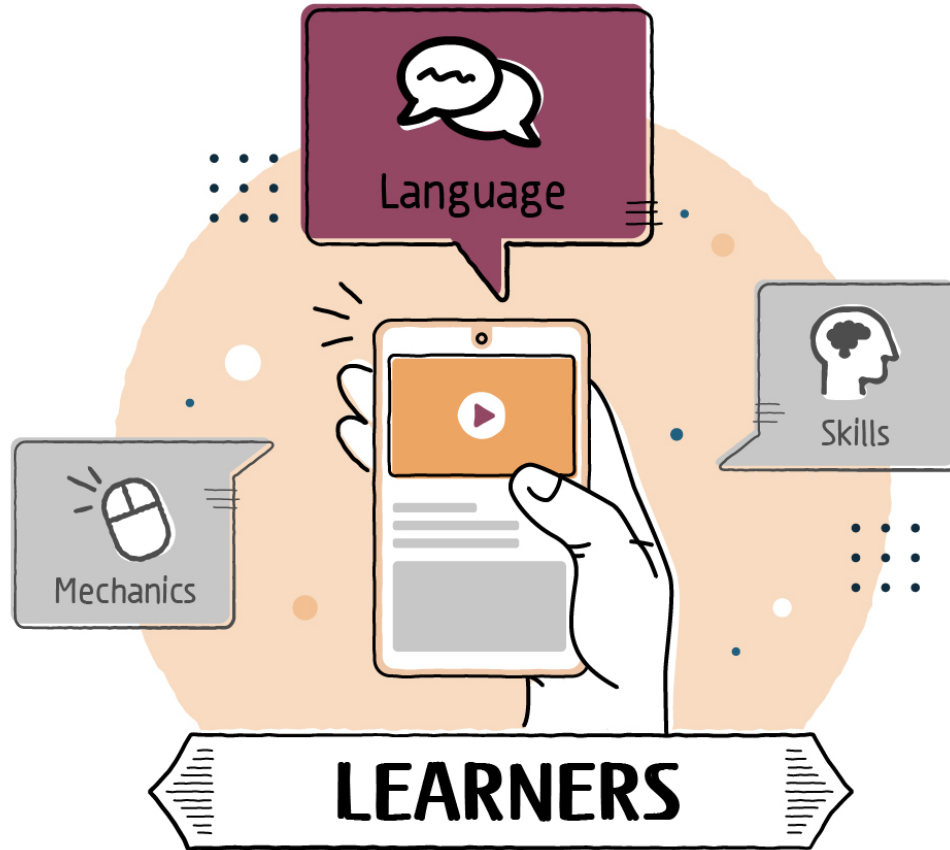








# Consider your learners'...





# Skills

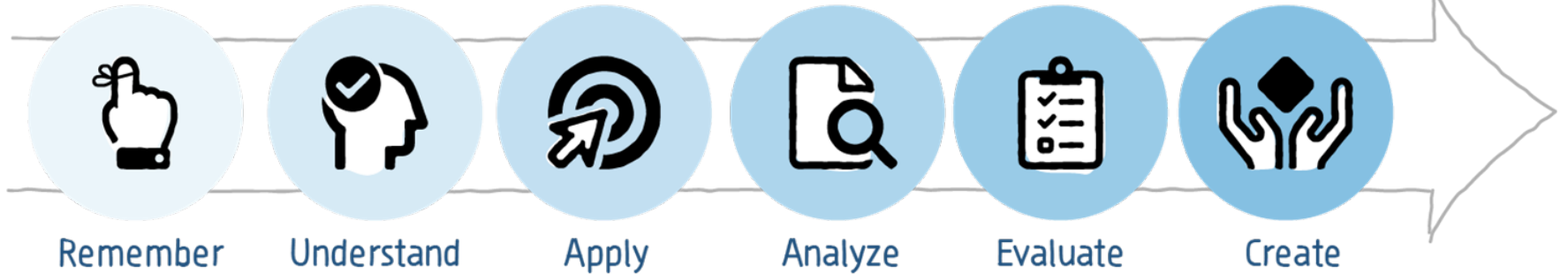
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- Existing knowledge base
- Relevant material
- Active engagement

# LEARNING OBJECTIVES

LOW

HIGH



# LEARNING OBJECTIVES



**Learning  
Objective**



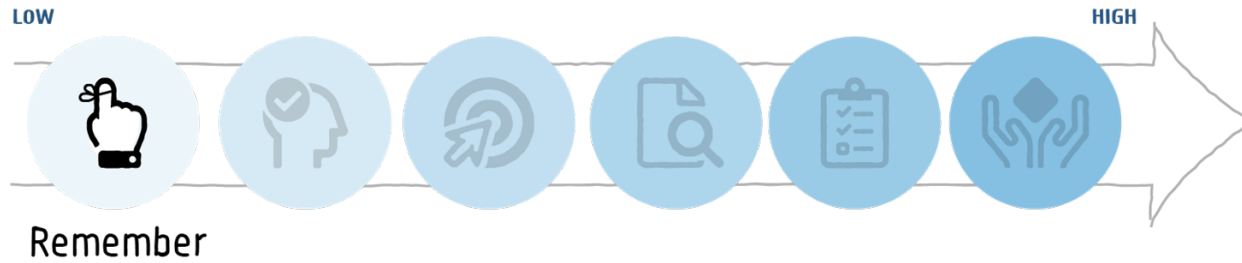
**Verb**



**Activity  
Format**



# LEARNING OBJECTIVES



## Multiple Choice Question

Order each gas in the proper sequence...



# LEARNING OBJECTIVES

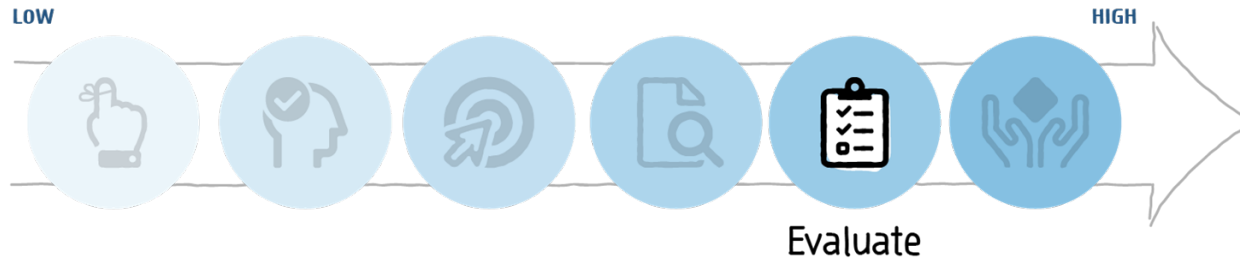


## Short Answer Question

An explosion occurred.  a plan for...



# LEARNING OBJECTIVES



## Role Play Scenario

a scene of a team...







Which of the following is false?

- (A) Neutralization should never be used during patient decontamination.
- (B) Neutralization is a form of chemical degradation in which an acid reacts with a base to form a non-corrosive product.
- (C) Neutralization can generate heat and damage skin.
- (D) Neutralization does not generate heat and is therefore safe on skin.

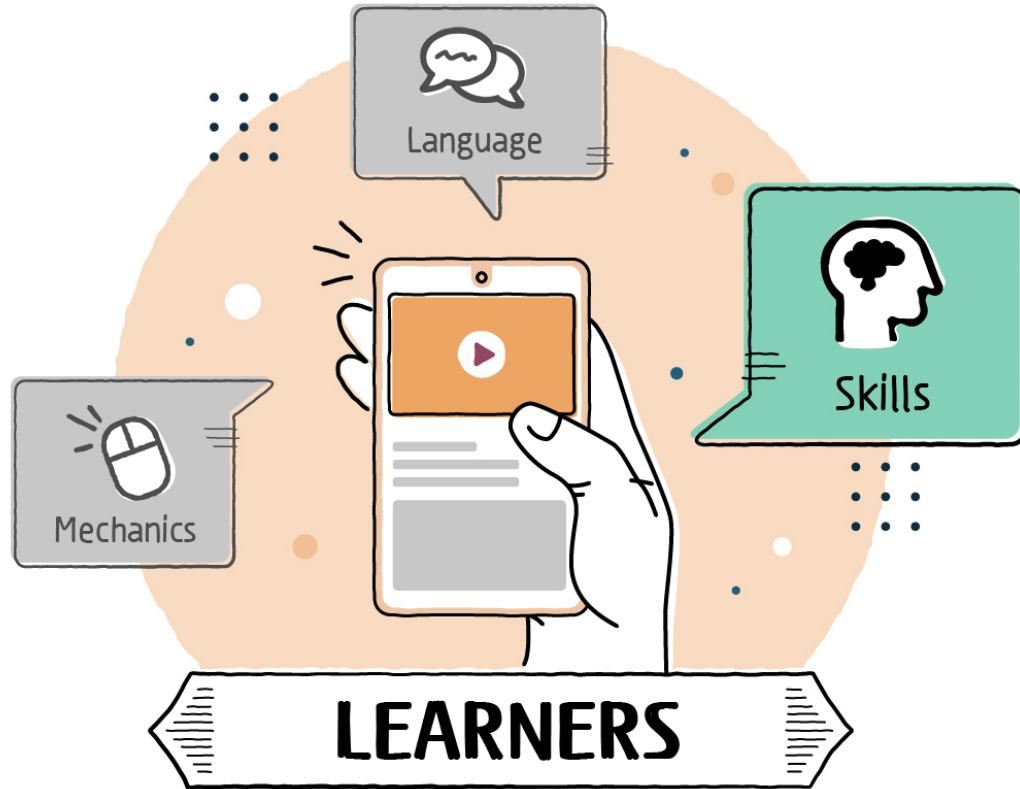


All of the following are characteristics of neutralization except for \_\_\_\_.

- (A) Should never be used during patient decontamination.
- (B) Is a form of chemical degradation.
- (C) Can generate heat.
- (D) Safe on skin.



# Consider your learners'...





# Let's Practice



Group Activity



Click the correct answer.

**What equipment is appropriate to monitor the extent of contamination and the effectiveness of decontamination for an area the length of five football fields?**

- A pH paper
- B Multi-gas meter
- C Dust meter
- D All of the above

When constructing your caption, follow the ABCs of effective caption writing: accuracy, brevity and clarity.





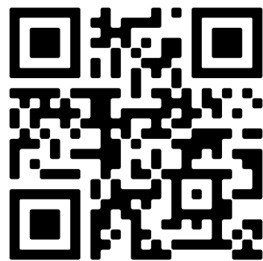
PHOTO BY [BROOKE LARK](#) ON UNSPLASH



# Remember!

- **Shift to a learner-centric perspective**
  - Make your learners an active participant
  - Take the time to understand them
- **Design for all with universal design**
- **Tailor your course with consideration to your learners'**
  - Mechanics: visual, hearing, mobility, cognitive
  - Language & culture: be perceivable, inclusive, relatable, & use plain language
  - Skills: existing knowledge base, use relevant material, & active engagement

# Questions?



Don't forget!

Download your checklist



Thank you!



## KRYSTAL WERNER

UX & Content Strategy Director