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IDT - 5000: Instructional Design

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There is a need to increase the contact rate from all personnel to current residents by us- ing more efficient correspondence techniques within the new communication platform, i.e. Resi- dent Portal created by Entrata. Personnel will integrate personalized responses and follow up replies within an industry standard timeframe. All on-site, property employees need to upload responses and follow up replies within the new remote communication system for ease of access.

There is a need for this instruction to be conducted so that employees can operate the re- mote communication system properly in order to quickly converse with current residents. To complete the implementation of these techniques with this new technology, we need to equip all on-site personnel with the procedures necessary to achieve the industry standard for correspon- dence and follow up replies.

We can alleviate this need by instructing new and existing personnel on standardized techniques that will allow for immediate resident feedback and also allow for timely resolution procedures to be executed.

Our goal is to ultimately provide the best service, not only for prospective residents, but we should also exhibit the best service possible for current residents. This will allow for higher retention rates and greater return on investments (Scarrett, 1995).

The reduction in operational cost is required for Property A because the decrease in the retention rates of current residents are affecting operational budgets and overall monetary gains. The decreasing retention rate of current residents can be directly related to the operational or customer service practices of on-sight as well as off-sight personnel.

Target Audience:

1. Primary or On - sight personnel
    A. Property Manager
    B. Assistant Property Manager
    C. Maintenance Supervisor
    D. Leasing Consultant and Maintenance Staff
2. Secondary or Off - sight personnel
    A. Customer Service or Call Center
    B. District Property Manager

C. Regional Property Manager

General Learner Characteristics:

1. Age:

A. 18 - 65

2. Gender:

A. Female is 75%

B. Male is 25%

3. Education:

A. High School Diploma - Graduate Degree

4. Experience:

A. New Hire - 15+ years

Entry Characteristics:

1. Familiar with use and functionality of mobile devices

2. Familiar with Federal Housing Act (previously completed training)

3. Understand digital communication technology (email)

Attitudinal and Motivational Characteristics:

1. Employees that have completed training in a similar communication system might be hesitant to learning the material

2. Recognize the importance of the Federal Housing Act when communicating with residents

Prior Experiences:

1. Employees might have had training with similar software but weren't required to use those systems

Common Errors Made By Novice Learners:

1. Many employees will send email responses like text message responses without following the industry standard practice.

We will effectively assess the knowledge of our employee's customer service procedures to improve performance; design instruction for the integration of modern technology within the standard workflow process; and apply the implementation for instruction to both new and exist- ing employees. In identifying this need for instruction, we have to understand some of the learner characteristics associated with the target employees. The target audience or personnel for this instruction will be designed for all on-site personnel (primary employees) and not the off-site personnel (secondary employees). The primary learners will include the property manager, the assistant property manager, the maintenance supervisor, the sales director, the leasing agent(s), and maintenance personnel for all individual properties. These employees will be required to complete this instructional course. We will use the specific entry

characteristics to determine if the targeted employees can complete or benefit from the instruction that will be implemented.

These entry characteristics are the best option for this instruction because the data could be easily collected, verified, and implemented to evaluate employees so that we can introduce the best individualized instruction. (Morrison, et al. 2019) For example, job applications would be used to determine the specific entry of employees' education levels as well as job experiences and previous skills with operating communication technology. This will also allow us to best identify the context in which instruction can be delivered. For example, technical training (Morrison et al., 2019) will be important in implementing the new software, Resident Portal by Entrata, which will improve the timeliness of operational communication practices. We can verify the validity of the employees' job application entries with an online questionnaire about education levels and job experiences / skills in using communication technology. In addition to better understanding our employees' willingness to learn the instruction, we can also implement a multi- ple choice online assessment following the assigned questionnaire

that will determine the exist- ing knowledge of industry standard communication procedures for all on-site personnel. This will allow us to create instruction that builds upon the standard skills needed to establish proper instruction. These entry characteristics would be used to identify how difficult the technical training and the soft-skill training will need to be for the instruction.

To ensure that these goals are met, the theory for learning the material will be implement- ed using the social - cognitive theory. This learning concept allows for the employees to learn from others within a small group or cooperative setting. (Morrison et al., 2019) For example, the employees would participate in a small group to view the online customer service responses and rehearse the best practices to respond through the resident portal's mobile application and identify the industry standards response time. After participating with their colleagues, we will have the employees participate in the technological integration of the new customer service software, which would be followed by an online examination to test their knowledge of the material.

The need for employees to adapt toward emerging communication technology or to respond remotely in a timely manner to current residents will allow for higher retention rates among these residents. With this instruction, we will effectively assess our employees' knowledge of customer service procedures which will improve property performance; integrate modern technology within the workflow process; and apply the implementation for instruction to our targeted employees.

References

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