

WHAT AIA LEARNERS NEED IN A CONTINUING EDUCATION SESSION ...

RELEVANCE

Knowledge for knowledge's sake is something that we appreciate as adult learners, but not generally what motivates AIA members in the selection of their CE courses. AIA learners are practical, goal-oriented, and problem-centered.



Your course must be something that matters now in the professional life of the learner and taps into their already deep well of experience, knowledge, and understanding.

SOLUTIONS



The AIA learner wants to leave your session with solutions. This moves beyond your content being relevant and into it being actionable. Whether it's knowing they need to become part of a larger working group or initiative or testing out the new skill set you helped them develop, your learners will be most satisfied if they walk away with a solution to--or at least a strategy for solving--the problem they walked in with.

BREVITY & CLARITY

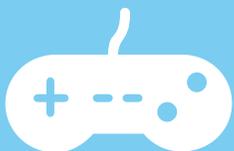
AIA learners are almost always time-poor, so while they value their continuing education, they cannot afford to have their time wasted.

Make the purpose and expectations of the course clear from the start, and cover only what is essential to achieving stated outcomes in alignment with the course description and learning level.



Encourage learners who would like a deeper dive or supplemental information to follow-up with you after the session.

CONTROL



AIA learners have spent a lifetime learning and, in the process, learning how to learn. They know what they prefer and understand that sometimes what they prefer isn't the best option for learning a particular concept or skill. Whenever possible, provide opportunities for self-directed learning and collaboration.

The more control you are able to give them over their learning experience, the more they will learn.

Notes

...and how to give it to them

GAIN ATTENTION	Storytelling Rewards Media
PRESENT OUTCOMES	Make connections Spell them out Course map
Polls & surveys Mind mapping Share out experience	STIMULATE RECALL
Traditional presentation Activity-based Blended	PRESENT MATERIAL
PROVIDE GUIDANCE	Case studies / scenarios Q&A opportunities Share out
ELICIT PERFORMANCE	Let them "try" Knowledge checks
PROVIDE FEEDBACK	Correct Reinforce Support & Supplement
Quizzes Learner-led presentations Surveys	ASSESS PERFORMANCE
Next steps Resources Community connections	ENHANCE RETENTION AND TRANSFER