

Partner Training Team Course Description Guide

Purpose:

This guide focuses on writing course descriptions for the Learning Center. This is different from rewording the learning objectives or listing them in bullet points. The course description in the Learning Center is how learners decide if they want to take a course. The course description must capture their interest and show how the course can benefit them. Learners see the course learning objectives when taking the course.

Description Parameters

- Limit the entire description to no more than 150 words.
- Break the description into two paragraphs if the description is over 50 words.
- Keep individual sentences under 18 words.
- Avoid redundancy between the course title and description.
- Don't use abbreviations unless everyone understands them.

Writing the Description

The first two sentences need to be exciting to pull in the learner.

- Do this:
 - Are you baffled or intimidated by KIDS?
 - Secondary trauma is a type of stress that results from hearing about the firsthand trauma events of others.
 - You can maintain confidentiality regardless of the situation.
- Not this:
 - This course will...
 - The purpose of this course is...
 - Upon completing this course...

It is okay to use "this course", "topics covered", etc. later in the description if they are not repeated.

The description's overall focus needs to answer the following questions for learners: "What will I get out of this course?" and "What will it help me do?". To do this, focus the description on the learner, not the course itself or the trainer. Remember, benefits can include the results of attending the course or the value in the course subject matter itself.

Learner focus (do this): You can master Control-D with a few easy tips.

Course focus (not this): The purpose of the Time Limits: Entering and Extension Desk Aid is to provide W-2 agency staff...

Trainer focus (not this): Dave has over 10 years of experience with motivational interviewing.

Course Description Examples

Child Support Essentials

Get hands-on with the Kids Information Data System (KIDS). You'll be able to create IV-D cases and learn to manage worklists, events, appointments and hearings, DocGen, and income withholding.

This three-day course helps you develop program knowledge on case composition, case initiation, and participant and case data. You'll be assigned a curriculum to complete before class and we'll build on those skills in the KIDS training region.

Balancing Domestic Abuse Issues with W-2 Participation

How does domestic abuse impact participants and their engagement in W-2? Take a look through a victim's eyes to explore how domestic abuse influences choices. This class includes activities designed to increase your awareness of domestic abuse, explore risks and signals of domestic abuse, and identify strategies to safely engage participants.

Additional Tips

- Use words that a learner might search for on the topic, avoiding fluff words or catchphrases. For instance, learners won't search for the words "effective", "proactive", "high-level", or "unique".
- Write like you talk. Think about how you would explain the course to a person sitting next to you with a conversational, yet professional tone.
- Count syllables. When possible, replace words that have three or more syllables with words that have one or two ("use" instead of "utilize," "create" instead of "generate"). This keeps the tone conversational and the description concise.
 - Use the Thesaurus feature in Microsoft Word to help you. Access on the Review tab or by pressing Shift+F7.
- Focus on two out of the five W's – What and Why. The Where, Who, and When are covered elsewhere in the Learning Center description.
- Use a proofreader to check for grammar, clarity, and conciseness.