

Engaging Learners Prior to Class

We have the opportunity to engage learners in the weeks or days leading up to a class as well as in the minutes before class starts each day.

What is engagement?

When developing an engagement strategy, keep in mind the general intention of engagement, the expected benefits for the engagement type, and any standards for the engagement type.

The goal of any engagement strategy is to:

- give learners what they need and set any expectations,
- promote interest,
- prime the learner,
- give options to help the learner focus and be more comfortable,
- and create a better class environment.

Weeks or Days Prior

Benefits

Engaging learners in the weeks or days prior to class may result in the following benefits:

- better attendance,
- reminder of any pre-requisites,
- allows learner to be prepared,
- starts setting expectations,
- encourages more interest,
- creates better in-class experience and a more personal connection, and
- allows to customize their learning.

Standards

When developing your strategy, note the following:

- Every trainer should be included in the medium (one letter or video that includes everyone or divide the class and each trainer sends something to their selected learners).
- Send all emails from the trainers' direct email, not the PTT email.
- Be sure to include a reminder of class date(s), start time, and location or Zoom link.
- Do not copy an idea verbatim between courses.
- The trainers involved in the class decide how and when to send out the engagement.

Strategy Ideas

- Short videos embedded in the email or accessed via a link to Google.
- Personalized letter-feel in the email.
- Pictures of the trainers in an informal email with information.
- An infographic type of attachment.

Minutes Prior

Benefits

Engaging learners in the weeks or days prior to class may result in the following benefits:

- adds a personal connection,
- increases and promotes participation,
- gives a troubleshooting benefit,
- allows for accurate name pronunciation of learners,
- promotes good attendance, and
- increases rapport with learners and chances they are willing to communicate.

Standards

When developing your strategy, note the following:

- Every trainer should be involved, including the producer if virtual.
- Cameras on if virtual.
- Some type of engagement prior to class each day.
- Room set-up complete by 8:45 if in-person.
- Engagement activity should be value-added.

Strategy Ideas

- Use the looping trainer intro PPT or other type of looping PPT.
- PPT slide with question of the day.
- Interactive slide to create conversation.
- Table card to create table talk.
- Ask questions regarding the class or class information that aren't need to know information.

Google Folder

You can find the *Learner Engagement Prior to Class folder* in Google Drive under "Shared with me". The course introduction PowerPoints are in there as well as some example videos and letters. Please add anything you create to this folder to help inspire others.