



SIP AIP (e-Learning) Competencies (A112)

This document defines role and Competencies for Internet e-Learning professionals established under designation Accredited Internet Professional (AIP) by the Society of Internet Professionals (SIP). Competencies normally deal with technical aspect of the stream/job.

Competencies are prepared by conducting task analysis of the job and seniority or length of experience was not a factor in compiling the list. Acquired competency assumes that the task will be performed independently without supervision. The work was initiated by SIP in 1999 as part of their certification program called Certified Member of Society of Internet Professionals (CMSIP) and was combined with work done by Association of Web Professionals (AWP) in 2001 and was revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP.

This document is produced in conjunction with Perceptsys Inc.

Perceptsys Inc. (www.perceptsys.com) is an E-Learning Solutions firm based in Toronto and co-chair the Accreditation & Certification Committee (ACC).

A. Description of AIP

Competencies which are common to all streams are outlined in a separate document (Doc A105: Common Competencies of AIP), available from our web site:

<http://sipgroup.org/resources/docs.html>

Competencies described in the above document together with technical Competencies described in this document form overall Competencies for this stream.

B. Description of AIP (e-Learning)

SIP Accredited e-Learning Professional is a practicing Internet professional who delivers training to end users via Web-based educational models and corresponding software tools. The e-Learning Specialist is competent to design, develop and delivery of web-based courses and management of courses and end users over the Internet.

C. Competencies

The competencies have been grouped into generic categories--general, management, distribution method, and presentation method--which help illustrate the relationship among certain competencies.

1. Adult learning:

Understanding how adults learn and how they use knowledge, skills, and attitudes. Skills and knowledge that make up the competency include

- Understanding Of Learning Styles
- Understanding Of How The End User Will Solve Problems
- Ability To Facilitate Self-Directed Learning
- Appreciation of the Diverse Experiences of Adult Learners.



2. Instructional Design:

Using the ISD model (analysis, design, development, delivery, and evaluation) to create adult education classes that fulfill organizational goals. Skills and knowledge that make up the competency include

- Understanding Of The Six Phases Of The ISD Model
- Understanding Of The Part That Each Role Plays In The ISD Model
- Understanding Of Learning Styles
- Gap Analysis Skills
- Evaluation Skills
- Design Skills
- Material Development Skills
- Implementation and Support Skills.

3. Performance Gap Analysis:

Performing front-end analysis by comparing actual and ideal performance levels in the workplace. Identifying opportunities and strategies for improving performance. Skills and knowledge that make up the competency include

- Gap Analysis Skills
- Intervention Selection Skills
- Ability To Assess The Reasonableness Of Desired Performance Levels
- Ability To Present Findings Of Analysis
- Interviewing Skills
- Focus Group Facilitation Skills
- Statistical Analysis Skills
- Ability To Write A Valid Data Collection Instrument
- Ability to Analyze Historical Documentation.

4. Change Management:

Helping people adapt to the changes brought on by new technologies and helping them to see the value and benefits of new technologies. Skills and knowledge that make up the competency include

- Understanding Of Organizational Goals
- Understanding Of Organizational Culture
- Ability To Assess Human Behaviour Objectively In The Workplace
- Interviewing Skills
- Focus Group Facilitation Skills
- Ability To Analyze Historical Documentation
- Understanding Of Factors Of Human Motivation
- Ability to Discover the Root Cause of Human Behaviour.

5. Industry awareness:

Understanding the current and future climate of the company's industry and formulating strategies that respond to that climate. Skills and knowledge that make up the competency include

- Knowledge of the company's position within the industry
- Knowledge of competition's position within the industry



- Understanding of future forces affecting the industry
- Understanding of competition that exists outside the normal bounds of one's industry
- Ability to create strategies and contingency plans that allow the organization to have a competitive advantage in this environment.

6. Awareness of e-learning industry:

Having a general understanding of trends within e-learning and knowing the existing and emerging technologies. Skills and knowledge that make up the competency include

- Understanding the history of the industry
- Knowledge of the current and emerging trends
- Knowledge of the current limitations of certain types of technology
- Cost/benefit analysis skills
- Networking skills
- Knowledge of vendors and their standing in the industry
- Ability to understand the practical applications of each technology's features.

7. Program Evaluation:

Measuring the success of learning interventions. Skills and knowledge that make up the competency include

- Knowledge of statistics
- Survey instrument design skills
- Understanding of the four levels of evaluation
- Knowledge of the various types of measurement
- Ability to determine what is or isn't important to measure
- Ability to evaluate the program within the broader context of the organizational goals.

8. Design and development:

Deciding what combination of instructional methods, presentation methods, and distribution methods will best deliver the final program to the learner. Outlining and creating instructional materials that are suitable for electronic dissemination. Skills and knowledge that make up the competency include

- Ability to create a design document
- Ability to create electronic materials
- Ability to select instructional, presentation, and distribution methods
- Ability to understand distribution methods
- Graphic design skills
- HTML design skills
- Knowledge of performance objectives
- Programming and authoring skills
- Resource identification skills
- Storyboarding skills.

9. Management of learning technology selection:

Supervising the selection of learning technologies and assuring that those selections meet organizational needs. Determining when, how, and where learning technologies should be used and monitoring the progress of all the other roles in the delivery process. Skills and knowledge that make up the competency include



- Budgeting skills
- Needs assessment skills
- Knowledge of instructional design
- Knowledge of programming and authoring tools
- Resource identification skills
- Technology evaluation skills
- Benchmarking skills
- Ability to balance electronic and non-electronic instructional methodologies
- Knowledge of learner's needs
- Knowledge of organizational needs
- Knowledge of instructor's needs.

10. Management of learning technology design and development:

Supervising and assuring the integration of performance objectives, course materials, and learning technologies in a design document that fulfills the organization's goals. Skills and knowledge that make up the competency include

- knowledge of graphic design
- knowledge of HTML design skills
- knowledge of programming and authoring tools
- resource identification skills
- benchmarking skills
- Knowledge of storyboarding.

11. Management of learning technology implementation, support, and evaluation:

Supervising the installation and maintenance of learning technologies and assuring that all systems continuously meet company specifications. Skills and knowledge that make up the competency include

- knowledge of learner's needs
- knowledge of organizational needs
- knowledge of instructor's needs
- ROI analysis skills.

12. Cost analysis and ROI of distribution methods:

Understanding the relative costs of each distribution method or combination of methods, and assuring that the organization is receiving a good value for the dollars spent. Skills and knowledge that make up the competency include

- analysis skills
- ability to compare features of various products and evaluate them against organizational needs
- understanding of how learners interact with the distribution methods
- knowledge of the organization's existing technology infrastructure
- Knowledge of the current cost for delivering training via various media.

13. Limitations and benefits of the distribution method:

Knowing the true capabilities of each distribution method or combination of methods, and tying those capabilities in with the needs of the organization. Skills and knowledge that make up the competency include



- technology evaluation skills
- ability to understand distribution methods
- understanding the total cost of implementing new technologies, including salaries, lost productivity, rework, and so forth
- ability to compare actual performance of the technologies to the design specifications
- knowledge of the organization's infrastructure
- Understanding of the compatibility issues with existing technology.

14. Effect of distribution method on learners:

Assessing how various distribution methods or combination of methods will cater to individual learning styles. Balancing learner needs against organizational needs. Skills and knowledge that make up the competency include

- knowledge of adult learning styles
- knowledge of learner needs
- Knowledge of organizational needs.

15. Integration of distribution methods:

Mixing distribution methods in an effective and efficient manner to facilitate learning. Skills and knowledge that make up the competency include

- knowledge of how various technologies can be combined to deliver training
- knowledge of adult learning styles
- knowledge of learner needs
- knowledge of organizational needs
- understanding of the costs associated with each technology
- Knowledge of the technical abilities of each technology.

16. Remote site coordination:

Coordinating the installation and maintenance of distribution technologies at a remote site and assuring that all systems continuously meet design specification. Skills and knowledge that make up the competency include

- understanding of the logistics involved in setting up and supporting the remote site
- understanding of the costs involved in operating the remote site
- knowledge of adult learning styles
- knowledge of learner needs
- knowledge of organizational needs
- Understanding the design specification of each technology being used.

17. Technology evaluation:

Assuring that all component technologies continuously meet technical design and performance specifications. Skills and knowledge that make up the competency include

- technology evaluation skills
- understanding of distribution methods
- knowledge of adult learning styles



- knowledge of learner needs
- knowledge of organizational needs
- Understanding the design specification of each technology being used.

18. Cost analysis and ROI of the presentation methods:

Understanding the relative cost of each presentation method or combination of methods and assuring that the organization is receiving a good value for the dollars spent. Skills and knowledge that make up the competency include

- analysis skills
- ability to compare features of various products and evaluate them against organizational needs
- understanding of how learners interact with the various presentation methods
- knowledge of which distribution methods can deliver which presentation formats
- Knowledge of current costs for delivering training via various media.

19. Limitations and benefits of the presentation method:

Knowing the true capabilities of each presentation method, or combination of methods, and tying those capabilities in with the needs of the organization. Skills and knowledge that make up the competency include

- understanding the costs associated with each technology
- ability to assess the relevance of design specifications towards meeting organizational goals
- ability to compare features and limitations among various technologies
- knowledge of the organization's technology infrastructure
- understanding of compatibility issues with existing technology
- knowledge of adult learning styles
- knowledge of learner needs
- Knowledge of organizational needs.

20. Effect of presentation method on learners:

Assessing how various presentation methods or combination of methods will cater to individual learning styles. Balancing learner needs against organizational needs. Skills and knowledge that make up the competency include

- knowledge of adult learning styles
- knowledge of learner needs
- Knowledge of organizational needs.

31. Integration of presentation methods:

Mixing presentation methods in an effective and efficient manner to facilitate learning. Skills and knowledge that make up the competency include

- knowledge of how various presentation methods can be combined to enhance the learning experience
- knowledge of adult learning styles
- knowledge of learner needs
- knowledge of organizational needs
- understanding of the costs associated with each presentation method



- understanding of which distribution methods can be used to deliver the various presentation methods
- knowledge of how various technologies can be combined to deliver training
- knowledge of the organization's technology infrastructure
- Knowledge of learner access to the various distribution methods.

Related AIP Documents and Resources

SIP has been working to restructure Certified Member of SIP (CMSIP) program and AWP Web Programs to the Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified and 23 documents are produced. Most of the documents are posted on SIP's web site:

<http://sipgroup.org/resources/docs.html>

Details & Application Package:

Take the Self-Assessment, review competencies & download the application from our web site:

<http://www.sipgroup.org/certification.html>

Inquiries

Max Haroon, President (founder@sipgroup.org) or phone: 416-891-4937