**Writing the Proposal: Tutorials, Courses/ Demos**

**Describing the Target Audience for the Proposal**

The target audience description illustrates the key individuality of the learners for whom you are designing the instruction in any training program. It helps in the selection of objectives, illustrations, terminology, delivery format, and cultural issues.

**What is the goal of the training? What will they be able to do and know once they complete the course?**

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| **Sample Questions** | **Sample Answers** |
| Who is the course for? | Power linemen – men |
| How long have they been with the company? | 10-25 years, “old” hands |
| What do they know about the topic? | Some already have extensive troubleshooting experience on the topic |
| Is the training for all (insert job name)? | Only those who need to learn trouble shooting skills. |
| How will you determine who needs it? | Those assigned to the Pierce County Dam project. |
| How many people? Locations? | About 45 in 4 field offices and corporate HQ |
| Is training compulsory or voluntary? | Compulsory – monitored by supervisors |
| What pre-requisites do they need? | Journeyman lineman ticket, pole-top rescue |
| In what settings will they use this training? | On a pole or in a bucket around energized lines |
| Any critical topics to include? | Safety around power lines |

**To Help Build the Proposal and High Level Plan**

* Why is this course being developed? What is the problem that is trying to be solved.
* Do you have a company template that needs to be used. Company Logo, color scheme?
* Who needs to be a part of the approval process? Can I have one final point of contact?
* Do you need the video to be compatible with IPAD or cellphones?
* Do you want a survey at the end of the course? Where would results go?
* Do we want a video of the presenter?
* Where will the course reside, your web server, Amazon S3? Who will upload it?
* Do you need to track people who take the course?
* What content exists already that can be reviewed?
* Who is the Subject Matter Expert (SME) for the course? What is their availability? Do they travel?
* If software based, will I have access to the software? (if no, I will need more time with SME to teach them how to do the mouse movements for me to capture, MSE needs to know in advance what they will type in various fields and download the big red cursor)
* Will you want quizzes- Will I create the questions or will you? Where will the quiz results go?
* Will the course be downloadable or just be available from the web?
* Do you have resources you want to link to that students can get more information?
* Does your company have an image library or am I free to purchase stock photos as needed?
* Are there any videos on line that you really like that you might want to model this after?
* Would you like a custom splash screen to introduce the course and brand it to their e-learning library?
* Do we need to use closed captions for the hearing impaired or because people may have to listen without audio?
* Have you created an outline of the different Lessons? How long do you envision each lesson being?
* Will I need to create any custom animations?
* Do you need any sensitive info blurred out.