

Instructional designer competence

Tutorial Goals:

- Introduce and provide a foundational overview of the instructional designer competencies
- Describe the importance of the competencies to the development of instructional designer expertise
- Describe how students in the IDD&E programs engage with and develop competencies in the Instructional Designer profession

Syracuse University

Instructional Design, Development and Evaluation

2019

Welcome to the 'Instructional designer competence' tutorial.

Did you know that the Instructional designer was recently rated as the # 38th best job in the US and that working Instructional Designers across the country have rated their job satisfaction as 5 out of 5 in a recent job satisfaction survey.. And that there are a growing number of ID positions available around the world?? The focus of this tutorial is to define what it means to be a competent Instructional designer and how you can move toward becoming competent.

The goals of this tutorial are to

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- Describe the importance of the competencies to the development of instructional designer expertise
- Describe how students in the IDD&E programs engage with and develop competencies in the Instructional Designer profession

What are ID competencies?

Standards that define a competent instructional designer

- Internationally validated
- Produced by the International Board of Standards for Training, Performance, and Instruction (*ibstpi*)
- Provides guiding framework for IDD&E programs



Screenshot of the ibstpi.org website

What are ID competencies? - Let us look at the standards that define a competent instructional designer

Instructional Designer competencies are an internationally validated set of standards that define a competent instructional designer. They articulate the work of the instructional designer and provide guidelines to assess ID competence.

The International Board of Standards for Training, Performance, and Improvement (*ibstpi*) is a non-for-profit organization that has focused for decades on devising, setting, validating, and revising professional instructional designer competencies. *ibstpi* elicited feedback from researchers, scholars, and multiple levels of ID practitioners throughout the world to create, validate, and revise these standards. It is the only set of standards that has been through this vetting and validation process, that has credibility throughout the world and was chosen as a guiding framework for the IDD&E Master of Science and Certificate of Advanced Study programs.

Why are ID competencies important?

Knowledge, skills, and attitudes required for quality performance

- ID competencies define the work of a competent Instructional Designer
- IDD&E is a competency-based master's program
- During courses, you will be exposed to, practice, and self-assess your level of ID competence
- **Note:** You will likely enter and exit this program with differing levels of competence... Developing full expertise and competence in ID requires practice and will grow with your work experience



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Why are ID competencies important? - Certain Knowledge, skills, and attitudes required for quality performance

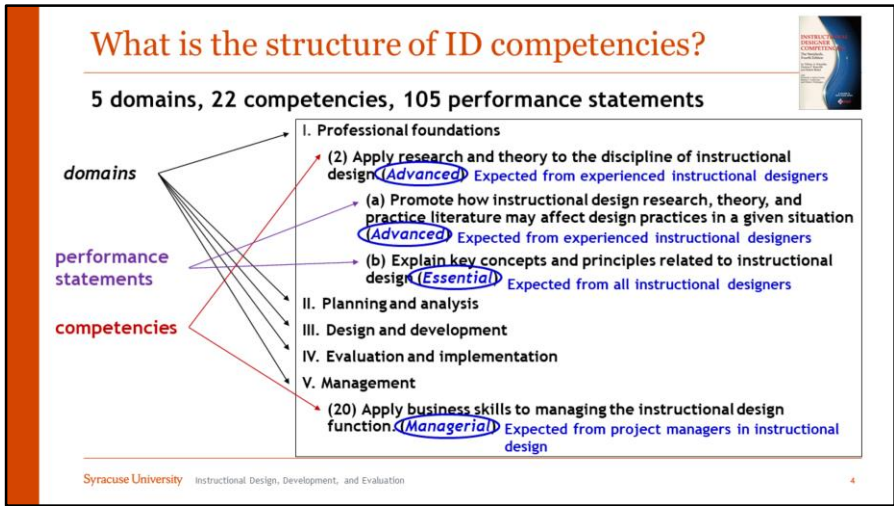
Competencies are knowledge, skills, and attitudes necessary to successfully and efficiently perform a job.

They define what it means to be a competent performer, in this case a competent instructional designer.

Instructional Designer is a competency-based profession, so the IDD&E master's and certificate programs were purposefully developed with the Instructional Designer competencies in mind.

By taking and putting your best effort forward in the IDD&E courses, you will develop, practice, and enhance the core competencies required to work in the field of instructional design.

NOTE: You will not be an expert in all competencies by the end of the program. However, your job as a learner is to practice and develop the competencies in the *ibstpi* set.



What is the structure of ID Competencies?

The *ibstpi* set of instructional designer competencies is composed of **5 domains** divided into **22 instructional designer competencies** that are supported by **105 performance statements**.

Together they represent the knowledge, skills, and attitudes of a competent instructional designer.

The five domains are based on the categories of key tasks and work of instructional designers. These include professional foundations, planning and analysis, design and development, evaluation and implementation, and management.

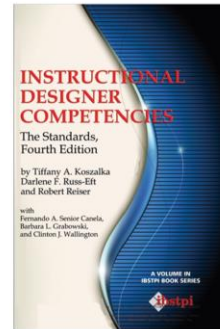
- Each domain is made up of competency statements suggesting competence, There are 22 in total.
 - Each competence statement is accompanied by a series of performance statements that provide measures of competence. They clarify competence.
- All statements, competencies and performance statements can be demonstrated at various level of experience... essential, advanced, and managerial.
- Essential statements are those competencies that all instructional designers are expected to develop.
 - Advanced statements are those competencies that are experienced instructional designers are expected to have.
 - Managerial statements are those competencies that instructional design or educational project managers are expected to have

More information on the ID competencies is found on the *ibstpi* website (ibstpi.org) or in the ID standards book.

Where can you find ID competencies?

Go to www.ibstpi.org

- The official book on ID competencies
 - Description of competencies and how they can be used
 - Rationale for using competencies
 - Validation study leading to this set
- ID competencies guide the IDD&E program and ID profession



The ibstpi book on ID competencies (161 pages)

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Where can you find ID competencies?

The complete list of instructional designer competencies with their description, rationale, and a validation study report can be found in the official book written by a team of board directors from ibstpi. It can be purchased on the official ibstpi.org website.


You are encouraged to acquire and read the competencies book at the beginning of your first semester, it is required in some courses.

These competencies will serve as a guide in your personal development as an instructional designer and hopefully support your ongoing professional development in your future career.

What can you do with ID competencies?

Reflect on the ID competencies that you are developing

- Useful in profession
- Part of course work
 - reflect on ID competencies
 - rate your progress
- Review ID competencies regularly
- Include self-critique on ID competencies in your personal portfolio



ID competencies handout (from ibstpi)

Attached Files:
➤ [Instructional Designer Standards Self-Reflection Matrix](#) (48.787 KB)

Review the standards statements and complete a self-assessment of your competence for EACH competency and performance statement. Refer to the textbook if you do not understand any of the statements. Bring completed self-assessment to class (see syllabus) and prepare to discuss your self-assessment.

Competency / Performance Statement	Low		Mid		High		Why this rating and where did you develop this level of competence?
	Info	Prac	Info	Prac	Info	Prac	
PROFESSIONAL FOUNDATIONS							
1. Communicate effectively in visual, oral and written form. (E)							
a) Write and edit messages that are clear, concise, and grammatically correct (E)							
b) Deliver presentations that effectively engage audiences and communicate clear messages (E)							
c) Use active listening skills (E)							
d) Present written and oral messages that take into account the type of information being delivered and the diverse backgrounds, roles, and varied responsibilities of the audience (A)							

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What can you do with the ID competencies? - Reflect on the ID competencies you are developing

The ID competencies serve many purposes in the profession. They are used as hiring guidelines, evaluation criteria, and professional development guidelines.

In IDD&E programs the ID competencies are used as a guideline for the courses and more importantly inform the design of learning resources and activities.

Some IDD&E courses require that you reflect on the ID competencies as part of course work and self-assess your level of competence.

Given the critical nature of developing practice knowledge, skills and attitudes, you are encouraged to review the ID competencies regularly and ...

Include a self-assessment in your professional portfolio. This can be a great way to share your level of expertise with future employers or those who evaluate your performance and help you with professional development decision.

There is great value in having an internationally-validated set of standards to help build your competence... be sure to explore these standards and think about them often.

Onwards

ID competencies define competent professionals in the field

- Read the ID Standards book early in the program
 - Review and develop an understanding of the standards
 - Study domains, competencies, performance statements
- Put effort into practicing the standards and reflecting on your progress
- Self-assess your progress



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Onward - ID competencies define competent professionals in the field

To develop competence you should expend effort early on

Reading the ID Standards book...

Reviewing and developing an understanding of each domain, competencies, and performance statement...

Putting effort into practicing the standards and reflecting on them during course activities...

And self-assessing your progress on developing competence

Remember, the instructional designer competencies were produced by instructional designers and for instructional designers all over the world... with a specific purpose of articulating the knowledge, skills, and attitudes that define competent instructional designers.

Get yourself familiar with them and begin to practice and build your own competence, in your context.

References

Designed and Developed by

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Slide 2:: *Screen shot accessed from ibstpi.org*

Slide 5: *Screen shot of textbook accessed from ibstpi.org*

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References:

Koszalka, T. A., Russ-Eft, D. F., Reiser, R., Senior, F. A., Grabowski, B. L., & Wallington, C. J. (2013). *Instructional designer competencies: The standards* (4th ed.). Charlotte, NC: Information Age Publishing.

Designed and Narrated by Tiffany A. Koszalka

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