

Hybrid Coaching Tool

Hybrid Education Definition: The distribution of **some or all** of learning content **synchronously or asynchronously** to learners through a **combination of more than 1 channels/modalities** with (most commonly through an onsite experience and a virtual experience) focusing on **active learner engagement regardless of modality access**.

Hybrid activity examples:

-) Live learners with a virtual stream (with active learning)
-) Learners & presenters at regional sites
-) Live learners with an extra day of selected live sessions to be repeated with just virtual learners
-) Live learners with a small portion recorded posted online and virtual discussion group 30 days later
-) Virtual Pre-Conference Sessions, live learners only for the in-person activity
-) Virtual small groups with representatives at an in-person activity.
-) Asynchronous videos & modules with scheduled small groups or discussion times
-) A selection of recorded presentations archived online for viewing asynchronously

Education planning questions to ask:

1. Why do you want to do hybrid?
 - a. What is your goal?
 - b. Who are your learners?
 - c. What do your learners need?
 - d. Do all learners need the same content?
 - e. Why might a learner need your content versus similar content?
 - f. Do different learners need different access/modalities?
 - g. Via what modalities can content goals be achieved?
 - h. Do learners need to be physically together to achieve learning goals?
 - i. Do your learners have the ability to access your activity? Ex. in person – to travel, pay, attend; asynchronous or virtual – internet/computer, time
 - j. What other format choices can you make? (reminder – In-person vs Virtual are not the only formats)
 - k. How will learners be able to share information with peer learners, if not all physically together?
 - l. Do learners need access to resources or archived content later?
 - m. What resources do your learners need? Do your learners need different resources based on their participation modality?
 - n. Is there sufficient time to prepare for a hybrid activity?
2. What is your budget?
 - a. Do you plan to charge for content access?
 - b. How much do you plan to charge?
 - c. Are there additional costs to run an activity with multiple modalities that would need met through registration or fundraising?
 - d. Do you need to charge more (or less) for learners depending on modality?
 - e. Do you have access to a platform to allow learners to access content and later (if desired)?
 - f. What budget do you have to purchase hybrid/content hosting platforms?
 - g. Do you have staff or the budget to hire additional staff to run any platforms or AV needs?
 - h. Do you have time, money, and staff availability to have staff trained appropriately to use platform?
 - i. Do you have time, money, and staff availability to have technical rehearsals and run-throughs?

3. What is your marketing plan?
 - a. Who are you targeting?
 - b. What tactics will you use to attract learners?
 - c. Do you need different tactics for different learners?
 - d. Do you need different tactics for different modalities?
 - e. If archiving content, how will you drive traffic to the content?
 - f. How will you drive interest to your next conference?
 - g. Are there budget implications? Do you need to plan for more money to market this?

4. What platform will host content?
 - a. Do you have support staff skilled at using your platform? If not, do you have support staff that can be appropriately trained?
 - b. Who will manage the relationship and troubleshooting with the platform vendor?
 - c. Who will assess appropriate functionality and compliance (legal, IT, etc)?
 - d. Does your platform need to be vetted by your IT, Legal, Marketing, or Purchasing Departments?
 - e. Who will manage technical support requests?
 - f. Who will manage learner content questions?
 - g. Who will manage A/V productions for live presentations?
 - h. Who will manage A/V productions for archived presentations?
 - i. Who will ensure that the AV production is high quality for both the in-person and virtual learners?
 - j. Who will manage the logistics for each modality, both leading up to and during the activity? This may require separate staff for each modality due to the complexity of managing activities.
 - k. Do you need to archive all live recorded education sessions or only a selection?
 - l. Do you need the platform to register learners?
 - m. Does your platform need to communicate with existing software/systems?

5. Who will be responsible for content development?
 - a. Do you have the staff and time to create multiple modalities of content?
 - b. What active learning strategies do you plan to incorporate for each modality?
 - c. Do you plan to possibly create separate strategies for different learner access modalities (ex. live vs. virtual)?
 - d. If recording, do you have sufficient support staff to manage recording simultaneous sessions?
 - e. If recording, do you have support staff skilled to edit recorded content?

6. Hybrid Technologies for In-Person and Virtual Learners (not platforms)
 - a. Poll everywhere (polling, word clouds)
 - b. Kahoot (polling, games, word clouds)
 - c. Nearpod (Interactive slides, videos, games)
 - d. Mentimeter (polling, word clouds)
 - e. Twitter
 - f. Teams (file sharing, collaboration)
 - g. Google Drive (file sharing, collaboration)
 - h. Jamboard (whiteboard platform)
 - i. Miro (whiteboard platform)
 - j. Padlet (bulletin boards & document sharing)
 - k. Slido (polling, games, word clouds)
 - l. Flipgrid (video response networking)
 - m. Pear Deck (Interactive slides, polling)