

LEARNING ANALYTICS

WHAT IS THE LEARNING

ANALYTICS CERTIFICATE?

The ability to effectively leverage learning analytics is becoming an increasingly in-demand skill for learning professionals. For many, this can be intimidating. Most learning professionals aren't data scientists, and many have very little background or support when it comes to developing learning analytics strategy and processes. Luckily, learning analytics doesn't have to be as complicated as it sounds.

The **Learning Analytics Certificate** is intended to give you a deeper understanding of how to effectively gather, analyze and report on training-related data. This program makes use of group activities and discussions to ensure that you leave with the tools necessary to use learning analytics to better understand your training function and the impact of your programs. This certificate is completed over eight hours in a virtual instructor-led classroom setting. Throughout that time, you'll work with peers to discuss your own organizational context and how you can apply learning analytics to your training processes.



2 HALF-DAYS



CERTIFICATE
AWARDED



VIRTUAL



SESSIONS FOR
EVERY TIME ZONE



ENGLISH
LANGUAGE

COURSE OBJECTIVES

After completing this certificate, you will be able to:



Integrate learning analytics practices into existing training assessment and evaluation processes to improve decision-making and program outcomes.



Evaluate and map relevant data sources to key learning questions, stakeholder needs and performance indicators.



Connect learning data to strategic goals and stakeholder needs by aligning key metrics (KPIs) to learning outcomes and organizational priorities.



Use learning technology tools to extract, prepare, and interpret training data for analysis and reporting.



Select and interpret appropriate data visualizations to communicate insights clearly and persuasively to stakeholders.



COURSE OVERVIEW

PRE-WORK

During the pre-work, you will be asked to gather information on the current state of learning analytics in your organization. You will also read a case study that will be used in application activities throughout the live session.

DAY 1

What Is Learning Analytics?

- The four-step process for learning analytics
- Current state of learning analytics
- Aligning analytics and KPIs to organizational strategy
- Analytics versus measurement, evaluation and assessment

Understanding the 4-Step Process

Gather

- Identifying key data sources
- Data collection methods and technology
- Navigating common obstacles to data collection

Activity: Identifying sources and how to collect data

Prepare

- Data quality and managing demographic data
- Cleaning and securing your data

Analyze

- Quantitative and qualitative analysis
- Data filtering and comparisons to uncover meaningful patterns

Activity: Filtering data for improved insights

Report

- Data visualization

Activity: Match graphs to data reporting

- Storytelling with data

DAY 2

Applying the 4-Step Process

Collecting Data

- Maintaining data over time and ensuring accuracy
- Ensuring quality data
- Identifying types of data available

Preparing Data

- Data cleaning and preparation deep dive

Analyzing Data

- Interpreting data to uncover insights
- Approaches to analysis
- Validating findings before reporting

Reporting Data

- Structuring your report
- Optimizing visualizations for stakeholder needs
- Integrating generative AI into your learning analytics workflow

Capstone Activity: Data analytics case study:

Applying the 4-step process

- Ethical considerations
- Navigating privacy, bias and responsible use of data

WHO IS IT FOR?

The Learning Analytics Certificate is designed for current, newly promoted or aspiring training managers and learning leaders who are looking for better ways to gather, understand and report on their training-related data.

RELATED LEARNING

JOURNEY

Training Industry offers expertly curated professional development **packages** to fit your unique development needs.

NEEDS ASSESSMENT JOURNEY

The Needs Assessment Learning Journey will help you identify training needs and evaluate performance within your organization.

This journey includes the following courses:

- **Certified Professional in Training Management Program (CPTM™)**
- **Training Needs Assessment Certificate**
- **Learning Analytics Certificate**

Don't see what you're looking for?

Training Industry's professional development consultants are available to discuss this program and other development opportunities. **Contact us** or schedule a call directly **here**.

TOOLS AND RESOURCES

Job Aids

- 4-Step Process for Learning Analytics
- Sources of Data Collection
- Data Visualization Basics

Why Did Training Industry Develop the Learning Analytics Certificate?

"Training professionals are asked to do it all. They need the people skills, the project management skills, the knowledge of learning theories, and now they need to be statisticians as well! Training Industry wanted to create a safe environment for learning professionals to get up to speed on analytics and learn specifically how to apply those skills to the training function."

- **Alyssa Kaszycki**, learning product manager, Training Industry.



I walked away with action items and have already started practicing what I

learned! The instructor was engaging and enthusiastic and I was impressed with his time management skills. Overall, I would highly recommend this course to my colleagues!"

- **WILLIE WIBERT**, PH.D, SHRM-CP, CPTM, 340B ACE,
VICE PRESIDENT, PEOPLE AND DEVELOPMENT, CAPTURERX

HOW DOES IT WORK?

The Learning Analytics Certificate is completed over two four hour half-days, in a live, virtual instructor-lead (VILT) classroom setting. Your instructor will use their own real-world perspective and experience to ensure the course is rooted in foundational best practices and will guide you through the learning process, both facilitating and assessing your learning throughout the course to ensure you leave with a thorough understanding of the competencies covered and how they apply — or can be applied — in your work context.

Click [here](#) to browse the available session dates and times.

REGISTER NOW

CONTACT US

LEARN MORE



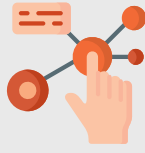
Would all or part of your team benefit from this certificate? All Training Industry Courses can be taken as a group and are designed to align your team around research-based best practices. Click [here](#) to learn more.



ABOUT TRAINING INDUSTRY COURSES



TRUSTED BY WORLDWIDE
ORGANIZATIONS



INTERACTIVE
EXPERIENCE



RANGE OF
TOPICS



GLOBAL
LEARNERS

WHAT TO EXPECT FROM TRAINING INDUSTRY COURSES



Research-based courses



Instructors with expertise



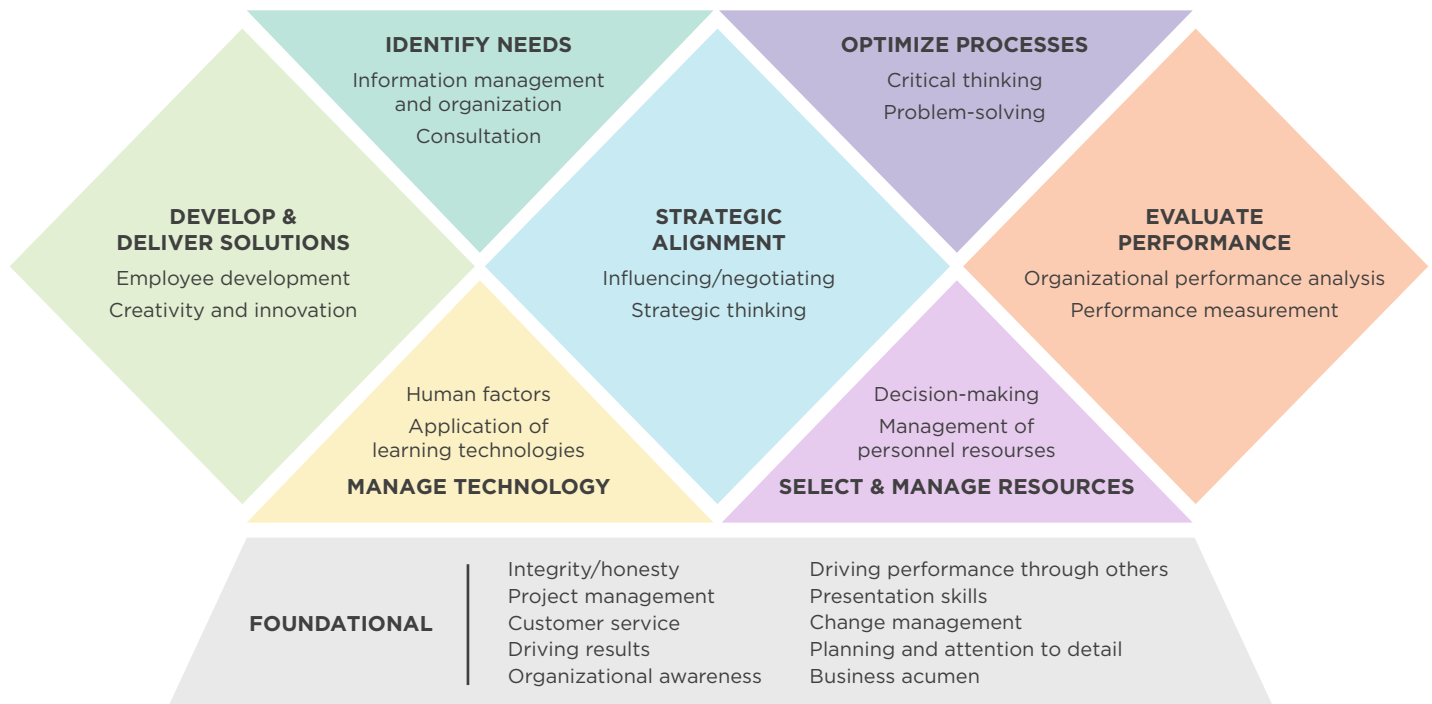
Engage with community
of peers



Focused on the role of the
training manager

TRAINING MANAGER COMPETENCY MODEL

All Training Industry courses are aligned to the **Training Manager Competency Model™**.





EARN RECERTIFICATION CREDIT

Training Industry certificates are valid for **eight PDCs** for the SHRM-CP or SHRM-SCP.

This program is eligible for **seven APTD and CPTD** recertification points from the ATD Certification Institute. The amount indicated is the maximum number of recertification points a participant can receive for this program.

Training Industry certificates fulfill **eight CPTM** recertification credit hours.



Ready to get started?

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