



ASSOCIATION FOR
EDUCATIONAL
COMMUNICATIONS &
TECHNOLOGY



2019 AECT-NATO ACT

Design and Development Competition

Problem Statement for Case Study

Introduction to the Organization

Formed in 1949 with the signing of the Washington Treaty, The North Atlantic Treaty Organization (NATO) is an alliance of 29 member countries from North America and Europe. The NATO Allied Command Transformation (NATO ACT), commissioned on June 19, 2003, is uniquely headquartered in North America-- Norfolk, Virginia (HQ SACT). NATO ACT's mission is to contribute to preserving the peace, security, and territorial integrity of Alliance member states by leading the transformation of military structures, forces, capabilities, and doctrines. The importance NATO places on its ability to adapt to changes and new challenges "at the speed of relevance" is demonstrated in the creation of ACT. Overall, Allied Command Transformation supports an alliance of 29 nations, in cooperation with a large group of partner nations.

Allied Command Transformation is organized around four principal functions:

- Strategic thinking
- Development of capabilities
- Education, training, and exercises; and
- Co-operation and engagement.

NATO ACT regards cutting edge technologies for digital learning as innovative and powerful methods of teaching and learning. Currently over 30,000 users and 110 courses are online on the NATO learning management system. These e-Learning courses are offered to all NATO and partner nations through the NATO networks. Currently, NATO ACT supports training, exercises, and deployment.

NATO's e-Learning Program Manager has recognized that NATO might benefit from the new trends towards microlearning to help address rapidly changing conditions in the world and to speed up and improve the delivery of important training for all moments of need in e-learning or mobile learning formats. However, he needs solid evidence that this approach is viable and appropriate for NATO ACT.

2019 AECT-NATO ACT

Design and Development Competition

Problem Statement for Case Study

The Problem

The NATO e-Learning Program Manager must ensure that NATO designers clearly understand microlearning, its value, and have a clear plan for its design and development requirements.

To this end, NATO ACT seeks proposals for a microlearning implementation strategy for the design, evaluation, and delivery of training. The proposal must include an overview of microlearning and an implementation project plan, with these components:

[Overview]

1. A definition, applicable example(s), and the relationship of microlearning to:
 - traditional training and e-learning courses
 - training time
 - workplace performance
 - mobile learning delivery formats and strategies

[Implementation Plan]

2. Instructional design model and development strategy
3. Evaluation strategies for microlearning and learner performance improvements.
4. Resource requirements for designing and implementing microlearning
5. A suitable implementation project plan template

Proposals will be evaluated in three stages in the competition.

2019 AECT-NATO ACT

Design and Development Competition

Problem Statement for Case Study

The first two rounds of the competition focus on three components: theoretical excellence, feasibility and creativity.

Phase I of the Competition

The first-round proposal must specifically address the **Overview** elements and include an approach to determining how and if microlearning could be applied to the needs of NATO ACT. Especially critical are flexibility, time sensitivity, and addressing the need for appropriate training in rapidly changing learning contexts. The first proposal must be detailed enough to give a sense of what you intend to do, but should not be the final product in full detail.

The creation of this document is your first task. This document must be submitted by May 3, 2019 for complete consideration. An administrative liaison will be available to answer your questions about the context/circumstances of the problem. Up to eight proposals from Phase One will be selected to proceed to Phase Two, for which a formal and complete proposal of your entire solution to the problem will be required.

Important: Failure to remove personal information, names, and institutional information will result in automatic disqualification from the competition.

Each submission will be from a team of two graduate students working together to solve the problem. Graduate students do not need to be from the same university; however all participants must be members of AECT and the Design and Development Division of AECT by the final phase of the competition.

Phase II of the Competition

The second-round proposal must specifically address the elements included in the **Implementation Plan**. If NATO ACT determines that your proposal represents a viable solution, you will work with an independent learning consultant (a mentor) who will be assigned to help you develop what will become your final plan. You will create a detailed description of the process you propose and the means by which you will deliver it. As much as possible, justifications for the decisions that went into your proposal

need to be provided. The creation of the process, pilot program, and training examples is your second task. These components will be due on August 16th, 2019.

The top three proposals from Phase Two will be invited to make a presentation to the judging panel at the AECT Annual Convention in the third and final phase.

Phase III of the Competition

If your team designs one of the top proposals, you will be asked to make a 30-minute presentation to NATO ACT advisory board where they will select which of the three proposals to fund. At the 2019 AECT annual conference in Las Vegas, each selected team will have 30 minutes to present (20 minutes for presentation and 10 minutes for questions) their solution. A team of expert faculty will play the role of the NATO ACT advisory board members/judges. The judges will deliberate and one team will be selected as the winner, which means winning the “Best Presentation” component of the AECT 2019 Design and Development Competition!

Announcement of the final competition participants and results is made at the 2019 Design and Development Division Luncheon during the 2019 AECT Annual Convention. Please note that if a team is selected to move on to Phase III of the competition, both team members from the team must be present at the AECT 2019 Annual Convention to present in this final phase of the competition. For additional information and the 2019 timeline, visit the Website: <http://www.aect.org>.

The winning team agrees to grant to HQ an indefinite, cost-free and royalty-free license to use the proposal for its own purposes. The team warrants it enjoys full ownership rights in the product, and will retain those ownership rights and use the product consistent with those ownership rights, so long as the ownership rights do not interfere with HQ SACT’s exclusive license.

The AECT NATO Design and Development Competition Planning Committee

Dan Schuch, co-chair; Sheri Stover, co-chair; Shauna Bona, Logan Arrington, Salih Cem Kumsal, Allied Command Transformation, NATO

Helpful Resources

Examples of NATO instructional artifacts:

[Cybersecurity](https://tinyurl.com/NATOACT-Artifact) - <https://tinyurl.com/NATOACT-Artifact>

[Fighting the Freeze](https://www.youtube.com/watch?v=0uqXo6ul03Q&feature=youtu.be) -

<https://www.youtube.com/watch?v=0uqXo6ul03Q&feature=youtu.be>

[Working with Rescue Dogs](https://www.youtube.com/watch?v=LY-AAcyJq48). <https://www.youtube.com/watch?v=LY-AAcyJq48>

[YouTube-NATO-](https://www.youtube.com/channel/UCHIEaKbepQ_S9iIoZPKVQew)

https://www.youtube.com/channel/UCHIEaKbepQ_S9iIoZPKVQew

[YouTube NATO ACT-](https://www.youtube.com/user/NATOACT/videos) <https://www.youtube.com/user/NATOACT/videos>

Background video:

[NATO ACT's Kumsal on Training Allied Military Officers, Role of Technology-](https://www.youtube.com/watch?v=LKL0DsC7UFk)

<https://www.youtube.com/watch?v=LKL0DsC7UFk>

Project Plan Basics:

At its core, a project plan defines your approach and the process a design team will use to manage the development.

<https://www.teamgantt.com/guide-to-project-management/how-to-plan-a-project>

Project managers scope work and break it down into manageable components.

<https://www.projectmanager.com/templates/project-plan-template>

Why? - Why are we starting this project? What is the problem that this project will address or solve?

What? - What are we working on? What are the major deliverables and goals?

Who? - Who will be involved in the project and what will be their responsibilities?

When? - When should the project start and end? What are the milestones?