These standards are based on ADDIE and professional practice guidelines for instructional designer work. Please honestly and critically rate your level of competence in each statement. Add notes to support self-rating.

LOW - you are aware of this standard through readings, presentations, and other information in/outside of course work

MEDIUM - you have experience practicing much of this standard & are building knowledge & skills to become competent

HIGH - you are currently practicing this standard regularly, at a high level, in all course work and related ID efforts (full competence applying to any situation)

	Low ☒	Medium ☒	High ☒	Add short note listing specific examples or experiences that support your rating
1.0 ONGOING PROFESSIONAL DEVELOPMENT				
1.1 Enhance *communication* skills (e.g., writing, oral, visual/graphic design)	☐	☒	☐	Communication is a huge part of my job. I have been a leader in the Army for 20 years. I have built and briefed thousands of times on multiple subjects. I have used power point presentations to brief high level Army leaders, talked in front of thousands of people at a time communicating information or education. Since my last evaluation I feel like I have made more improvement during my course of instruction. I still need more practice to get to the high mark.
1.2 Enhance *Interpersonal* skills (e.g., meeting presentation, selling, negotiation, instructor, supervising)	☐	☐	☒	I have over six years of experience as an official instructor for the Army. I have been on an instruction podium to deliver educational lessons and content. I have been a supervisor of some sort since 1997. I go to numerous daily meetings with a range of methods and techniques applied. After the first semester I gained more experience in this domain. I feel now comfortable moving this to the high category.
1.3 Develop multiple *theory* perspectives (e.g., learning, instructional design, media, and visual design theories)	☒	☐	☐	Although I consider myself a lifelong learner when it comes to my profession and a subject matter expert, the instructional design, theories, and media I have little to no experience with. I understand the concept behind theories from reading but need application in all areas. I am staying in the low category for this evaluation. I gained needed knowledge, but this is a difficult area for me. I am hoping to gain more practice as the program continues.

1.4 Participate in **_professional development_** and **_reflection_** (e.g., literature/ workshops/ networking/ International trends/ new tech tools)	☐	☐	☒ I have conducted thousands of After-Action Reviews on everything from training to personal development. I have a documented Individual Development Plan (IDP) that constantly forces me to evaluate my career and personal goals. I also oversee hundreds of subordinates (IDPs) for approval and recommendation. I am in constant state of being a lifelong learner through my networking and training. I have made significant improvement with literature. I use eReaders now because of IDDE 611 and have a newfound love for reading. Because of significant progress I am moving into the high category.
1.5 Enhance **_research/ evaluation_** practice skills (e.g., literature review/ research & evaluation design, data analysis, data interpretation)	☒	☐	☐ I have been on some Army data research and review committees in the past. The committees have influenced some change but my knowledge of the process if limited. I still need significant work on data interpretation (gained some through course work) and how take this data and make into interpret that analysis for instructional design application. This is one of my weakest competencies.
1.6 Practice **_evidence-based design_** decision-making (e.g., given context, literature, data)	☒	☐	☐ This is another area I would consider myself to have little to no knowledge on and will need lots of experience and practice. My knowledge, experience, and skills of taking content and data to produce an instructional design or any design is extremely limited. Because my experience was so limited from the beginning, I still need a lot of work as explained above. I am keeping this low with plans to focus hard on this area next semester.
1.7 Maintain **_professional_**, **_ethical_**, and **_legal_** practices (e.g., fair use, copyright)	☒	☐	☐ I have been a in a professional environment for over 26 years. I have been held to a high discipline standard beyond the normal civilian. I follow a strict set of rules under the Uniform of Code of

			Military Just and never been in trouble for anything. I am accustomed to living within a set of moral values and ethics that require the best. I am not marking high because I need to work on the fair use and copyright arena. I thought I was better in this area then I actually am. Copyright laws are confusing, and I spent a considerable amount of time ensuring compliance in my work. I am moving this down one grade to low until my next evaluation.

2.0 PLANNING AND ANALYSIS [ADDIE]

2.1 Acknowledge performance gaps and *plan analysis* process (e.g., time line, people)	☐	☐	☒ I have been an Army trainer my entire adult life. I have extensive training and consider myself a subject matter expert (SME) on timelines, time management, and people. I have worked and supervised people from virtually every culture inside and outside of the United States. I understand many diverse cultures and the people who live and work within that culture. I have trained the American Army and multiple foreign Armies on identifying a performance gap through analysis. I have years of experience taking that analysis and planning a way to close the gap through education and hands on training. I am happy maintaining this level as I feel this is a big strength of mine.
2.2 Validate performance gaps through *multiple analysis techniques* (e.g., interview, observation, job/task/document analysis)	☐	☐	☒ This is another area I consider myself to have extensive expertise in. Through my job experience of training the American Army and multiple foreign Armies, validating performance gaps is my expertise. Through over 20 years of experience, I have observed, interviewed, and conducted on site analysis of human performance gaps. The validation of these gaps dealt with all three areas of knowledge, skill, and attitudes to help ensure the original analysis was correct.

2.3 Identify and describe *target learners* using multiple analysis techniques	☐	☐	☒	As an Army instructor I have a few years of experience in targeting learners and their learning styles. I have some training in the different learning styles and how to apply them to learners. I also have training on the techniques used to help with targeting different learning styles. I have only executed the instruction for pre-determined learning styles. The ability to describe these performance gaps to higher level leaders is part of the process to obtain resources for development and implementation. Another area in which I feel even stronger after my course work. I was able to gain the experience through practice in conducting analysis for different learning styles. I am feel confident moving this to the high category.
2.4 Describe *working* and *learning environments* for target audience using multiple analysis techniques	☒	☐	☐	I do have some experience in describing working and learning environments using multiple analysis techniques however this description is usually not to the target audience. I currently do this to higher level audience for approval of resources and training program management. I did conduct this at target audience, but it has been several years since I have executed this. I gained some experience of this through research and presentation but need more to move into another category. I will maintain low in this competency.
2.5 Describe required *content/ prerequisites* for performance and identify instructional content required to close knowledge, skill, attitude gap (e.g., content analysis)	☐	☒	☐	As the senior enlisted advisor to the commander and the individual with the most experience in the unit, I play a vital role in understanding what content and perquisites are required to close the knowledge, skills, and attitudes gap of entire units. From an attitude perspective, I am the seasoned member of the unit that has been exposed to both good and bad units. I understand what it takes to build espirt-de-corp and the attitudes its takes to buy in to

			the knowledge and skills necessary to improve the unit's performance. With my experience I am relied upon to not only to understand the experience and skills necessary from repetition, but I am also heavily relied upon to describe those gaps to the commander to ensure the proper steps are taken to close the gap and improve the unit. I realized during instruction there is not much difference outside of the Army in the business environment. I still need a bit more practice to move this to the high category.
2.6 Describe *types/ level of knowledge and skills* to be learned (e.g., learning analysis)	☐	☒	☒	As the senior enlisted advisor to the commander and within my current rank structure, the commander relies on me to be the pulse of the organization. I move throughout the different staff sections, units, and even to the individual level to analyze the current state of skills and knowledge within the unit. I then compose, compile, and report my findings to the commander so that he can make a well-informed decision on the direction of the unit. This daily report helps the commander to find ways to educate his formation to improve their performance in the knowledge and skills necessary at the individual and collective level. The learning analysis for instructional design is a bit more complex than I realized. For that reason, I am moving to a medium category. I have experience but need more practice as it relates to instructional design.
2.7 Identify *characteristics of technologies* and their use to support different types of instruction and learning	☐	☒	☐	This is still one of the areas that I need the most development. I gained valuable knowledge in IDDE 552 and 611. I conducted research and learned valuable information about the available technology and their characteristics. I am comfortable moving to a medium with much more needed to get to a high rating.

2.8 Create ***needs assessment report*** on performance gap based on analysis data	☐	☒	☐	As a professional trainer for the Army we conduct visual, written, and verbal reports on human performance gaps in relation to knowledge, skills, and attitudes. These reports identify the gaps and the future needs required from the unit based on multiple analysis techniques. The reports we submit influenced in combination with the commander's vision for his unit, directly move the unit in its future direction. The reports must be nested correctly with the analysis or it can move units composed of thousands of people in the wrong direction. I did not get much practice with this other than the one collaborative report. I am confident I understand but would like more practice before I move to high.

Additional Notes as necessary:

NAME: Kevin M. Schuller SUID #672750702   **Date:** 19 November 2020

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	Low ☒	Medium ☒	High ☒	Add note listing specific examples or work experiences that support your rating
3.0 DESIGN AND DEVELOPMENT [A*DD*IE]				
3.1 Select or create appropriate *instructional design* or *evaluation model* to enact design plan	☐	☒	☐	The profession I work in is designed to use existing models, resources, and design to close the knowledge and skills gap. For this reason, I feel like I know the basics of the process but have no experience is practical application. I did however gain some experience during my course of instruction. I feel much better about my competency in creating many design models. I think I made the most improvement in this capability during instruction. I am confident in moving to the medium category.
3.2 Determine *content*, instructional *goals*, learning *objectives*, *assessments* to close gap	☒	☐	☐	As the senior leader's advisor to the commander and the individual with the most experience in the unit, I conduct this daily. My experience is sought for all content, objectives, goals, and assessments within the unit. The reason for this is because I have conducted every job at least once within the unit. In honesty, I only recommend as the senior enlisted advisor and do not make the final decision. Because I have never owned the responsibility for the decision, rather only advised I am marking a medium. I think owning the responsibility will sometimes change the direction in which determination you would have made versus my job as advising. This is one of the areas I need the most improvement. I must focus on ensuring goals objectives are nested and clear in the beginning. This drives the ADDIE model. I am moving this down to a low to remind myself how important this

	☐	☒	☐

is. This is another big focus area for me moving forward.

Competency	Low	Med	High	Comments
3.3 Identify instructional **_strategies, learning_**, **_tech resources_** required to provide content and engage learners in closing identified gaps	☐	☒	☐	This competency has me a bit split. I feel have a lot of these sub-competencies within my experience to go with a high rating. The ability to identify the technical resources and learning resources would put me in a high category. The dilemma is with strategies. I am not a decision maker within my organization but rather an advisor. The identification of instructional strategies I do not feel comfortable with. Many times, this is conducted by a staff with the commander's approval. There are copious amounts of staff planning against this strategy. I am staying with a medium but could also see myself as a low due to my lack of connection to this process. I did gain some valuable experience during course work but feel more is still needed during the next semester. I am staying at a medium level.
3.4 Create **_design plan_** (goals/obj/ assess/ strategies), **_evaluation_** and **_mgt plan_** using gap analysis and learning/design /graphic theory outlining instructional solution	☐	☒	☐	This is an area of creation that I do have experience in for the Army. I have experience in the creation of a management plan. This management plan can be anything from meeting unit readiness goals to unit qualification standards. The ability to create a design plan and a way to evaluate the management plan created is critical to the unit's ability to deploy worldwide. This is a vital part of my experience based on gap analysis and I have successfully designed on multiple occasions. The goals/obj strategies need work as explained earlier. I am not as good as I expected. I am moving this to medium and will work on it next semester.
3.5 Create design plan for **_non-instructional_** / **_informational_** interventions	☐	☒	☐	I gained some experience with the design process or planning within

	☐	☐	the course. Almost every plan and method for both instructional and non-instructional design is done by a different proponent in the Army. The collaborative projects really helped me in this competency. I typically execute design plan interventions from a menu of plans already created but now have a bit of experience. For this reason, I feel more confident and will move to a medium rating.
3.6 Secure and/or modify _**existing instructional**_ materials to meet plan	☐	☐ ☐ ☒	Resourcing training from a training management plan and design, is a huge part of my profession. With extensive training, I have been taught to build and follow detailed VENN diagrams and reports for resourcing. Training requires massive amounts of resources and the management of those resources are vital to the success of the training plan and unit. Many times, the initial resource plan does not work, and modifications are needed. I am extremely comfortable with this after the first semester and maintain my self-evaluation of high.
3.7 Develop _**new instructional**_, _**evaluation**_, and _**implementation**_ materials based on plan, using appropriate techniques and _**technology**_	☐	☒ ☐	I am now more comfortable with the development of new materials from practice within my course instruction. Although, I rely on materials for new instruction, evaluation, and implementation that are already developed by the Army the practice in my courses has improved my competency. In addition, I rely on others within the Army for the technology needed to ensure the knowledge, skills, and attitudes gap is closed. I consistently used materials already in the organization. I now understand the concept behind this competency and am comfortable moving to a medium rating.
3.8 Develop learning _**assessment**_ activities and instruments (e.g., tests to measure gap	☒	☐ ☐	I conduct daily assessments on training proficiency, and now have better understand of the concept

closure/ learning progress) using appropriate techniques and ***technologies***				behind this competency as it relates to instructional design. I do assess and supervise assessments and now have experience in development of new assessment techniques and activities in a classroom environment. I am comfortable moving this to a medium rating.
3.9 Pilot ***test***, ***critique,*** and/or ***finalize*** learning instructional, assessment, evaluation, and implementation plans, activities & materials	☐	☐	☒	I have experience in this with not only the American Army, but with multiple other foreign Armies. I have just finished a program to establish a foreign armies instructional design for their professional school system. During this nine month, process I tested, critiqued, and finalized the future professional school system for their country. I spent months ensuring the design met the required output needed. I have realized there is not much difference in the instructional design methodology as my previous experience. I am moving this to high as I am greatly confident in my abilities for this competency.

4.0 IMPLEMENTATION AND EVALUATION [ADD*IE*]

4.1 ***Implement*** and ***disseminate*** instructional and non-instructional interventions	☐	☒	☐	Although it has been sometime since I have done this on a micro level, I have current experience at the macro level. On numerous occasions I have helped units with proper training guidance and training implementation to continue to meet the commander's objectives. This experience included various forms of instructional and non-instructional implementation. I maintain that there is difference in the way the Army conducts this competency and an instructional designer. I will hold my rating with more practice needed.
4.2 Implement evaluation plan and ***evaluate*** instructional/ non-instructional interventions	☐	☐	☒	Part of my special skills is producing results for training performance to commanders to determine which direction the

				units future training management path will take. This training is beyond what most Soldiers get in the Army. You get a special identification skill after intensive education and training for this area. I completed in the training in 2001 and have been performing these duties ever since. I not only have extensive years conducting the evaluation for both instruction and hands on training, but I was also responsible for the training management program that trained and certified other individuals for evaluation. Although we did not exercise this very much in the classroom. With my expanded knowledge of this competency, I still feel like my previous experience puts me in the high category.
4.3 Collect, analyze, summarize and ***report*** implementation and evaluation ***data***	☐	☒	☐	Part of my special skills is producing results for training performance to commanders to determine which direction the future training management path will take. This training is beyond what most Soldiers get in the Army. You get a special identification skill after intensive education and training for this area. I completed in the training in 2001 and have been performing these duties ever since. Part of the process includes analyzing, gathering, composing, and producing detailed reports and briefs for the results. I have conducted hundreds of these on various events and actions. Based on the knowledge gained for how this applies to an instructional designer, I am moving my rating to a medium. Data collection is difficult as an instructional designer with what are usually considered ill-structured problems. I am looking forward to much needed practice for this competency.

4.4 **_Revise_** instructional/ non-instructional solutions **_based on evaluative data_**	☐	☒	☐	Part of my special skills is producing results for training performance to commanders to determine which direction the future training management path will take. This training is beyond what most Soldiers get in the Army. You get a special identification skill after intensive education and training for this area. As explained earlier once the reports are compiled and data is evaluated I supervised at echelon the program management for revision of the training needed to close the human performance gap in all three area of knowledge, skills, and attitudes. This helped move the unit forward for the future training design and implementation. I am not as comfortable with this as it applies to instructional design. I would not consider myself an expert and because most of my experience is in the classroom, more is needed. I am moving myself down to a medium and look forward to added knowledge and practice.

5.0 MANAGEMENT AND LEADERSHIP

5.1 Develop and apply **_business skills_** to plan and manage instructional design function	☒	☐	☐	I have almost no skills in a business- like environment. The profession I have in the Army does not have many opportunities for this type of setting. Because of my lack of experience in an official business environment, I do not feel like I have any business skills much less the ability to plan or manage that kind of environment. I still feel the same way with this competency. Although the classroom provides the knowledge there is no replacement for the business environment. I am not sure I can move to medium during this program. I feel I need to be within a business environment hands-on to improve. I am staying with the low rating.

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	☐	☐	☒	As a senior leader in the Army part of the skills that make you successful is building relationships within the community and organization. I have worked with a diverse community in multiple environments to include civilians, joint interagency, NGOs, different service departments, and within the Army organization. The ability to manage collaborative relationships as a senior leader is vital in the success of your own organization. I have numerous years of experience with this competency and consider myself an expert in relationship building and management. This remains one of my strongest competencies. This applies inside and outside of instructional design. I am extremely confident with my abilities in this competency. I am maintaining a high rating.
5.2 Manage collaborative ***relationships***				
	☐	☐	☒	I have years of experience in and extensive training in management and leadership. This is a huge part of my profession. I have been responsible for leading and developing massive initiatives for development of new Army equipment and technology. I would not rank myself high because it is not something, I do within my profession every day. This experience although vast is only conducted every so often in my duties. Leading and managing as an instructional designer is much like being a senior leader in the Army. I feel much more confident in this competency and for that reason will move to a high category.
5.3 ***Lead***, maintain ***quality***, and ***manage*** ID projects and deliverables				

Additional Notes as necessary: