

Attachment 3 Training Center Best Practices

Training Center of Expertise: Promoting Health Equity and Racial Justice to Improve Community Health Outcomes RFA RFA #20662/Internal Program #23-0018

Promotions and Training Marketing and Participant Registration

- When scheduling courses, allow a minimum of six (6) weeks to promote and market the training.
- Clearly communicate the intended audience, course goals, and objectives in all promotional materials.
- Include the direct registration link in all promotional materials to facilitate participant registration, including on flyers, emails, electronic announcements, agency website or calendars, etc.
- Include a slide or handout in each webinar or training about other upcoming trainings.
- When scheduling a course ensure all fields are completed, including times and exact location. For webinars, include the link in the training address field to facilitate participant access to the required link.
- Send a reminder email to all registrants 1-2 weeks before the event, and 1-3 days before the webinar or training. It is beneficial to send an additional reminder the day of the event for webinar trainings.
- Include in the reminder emails a request for participants who are not able to attend, to drop the course to allow other participants to enroll in cases where there is a waitlist.
- Monitor participant registration in the registration system to allow for additional promotional efforts as needed. Training centers should alert their contract managers of courses that continue to have low registration despite promotional efforts at least two (2) weeks prior to the course delivery.
- Use the report function in the registration system to track attendance, waitlists, and participant no show rates for each training conducted during each calendar period. Review and use these data when planning your next calendar.
- Provide participants a contact e-mail for any questions or concerns regarding the course.

Setting up a Conducive In-person Learning Environment

- The quality of the training space significantly influences the participant learning experience. Training space should be comfortable with enough room to accommodate up to 35 adult learners with ample space for small group work. It should be handicap accessible to reasonably accommodate all learners.
- The training space should minimize outside distractions (noise, outside interruptions, etc.) and reinforce a sense of safety to encourage open learner participation.
- The training space should have access to high quality AV equipment.
- Room set-up should encourage learner participation. A U-format or small group tables encourages greater participant engagement.
- During a dry run of the course, trainers should position themselves in various seats to ensure that visual aids can be seen, and voice/audio can be heard throughout the room.
- For in-person trainings, trainers should anticipate arriving at least 60 minutes before the training start to allow sufficient time to assess the room set-up and take charge of the training space.

Delivering Effective Webinars

For webinars, setting up the environment and technology includes:

- Designating a Webinar Technical Expert who is not presenting during the webinar, but who is comfortable with using the webinar software and can provide technical support during the webinar.
- Ensuring the Webinar Technical Expert can handle audio issues for the particular webinar platform being used, including: addressing feedback on the line, adjusting volume levels, helping participants mute and unmute as needed, and assisting learners who do not have audio.
- Securing and setting-up a webinar room. This should be a quiet room with a door and where no background noise can be heard.
- Creating a sign or other system to ensure that the presentation space is quiet.
- Investing in high-quality headsets (speaker and microphone) to ensure good sound quality.
- Testing webinar software and system requirements in advance, to ensure all equipment is compatible, and all elements of the presentation are functional (i.e., Videos, polls, etc.). Ask presenters to log in 30 minutes before the webinar starts to trouble shoot any issues they may have in accessing the webinar platform.
- Making sure that the background behind presenters is free of visual distractions such as windows to public areas or other workers.
- Conducting a presenter rehearsal to ensure familiarity with the technical aspects of the platform, verify content flow and timing.

Making Webinars Interactive and Interesting

- Begin with an ice breaker to get the participants engaged.
- State the intention of the training and find out participants' priorities and reason for attending the training.
- Ensure regular interactions that break up periods of lecture with activities. Build in an interactive activity every 10-15 minutes. Interactions can vary in length and intensity but will help keep participants engaged and help support their learning.
- Ensure there are suitable stories, anecdotes, and analogies participants can relate and learn from.
- Explain to learners why they are being asked to interact and how answering the question benefits them: "This will let me customize my presentation to make sure that I am addressing the things that you want to hear about."
- Balance the content and the length of Webinar. Participants can generally maintain concentration for a limited length of time. General informational webinars should have a maximum length of 60 minutes. Training and educational webinars should have a maximum length of 90 minutes. Sessions of 90 minutes or more should include a break for people to get up, stretch, and take care of critical needs.
- Speak with energy and enthusiasm. Avoid a monotone delivery style by consciously changing the pitch of your voice and your speed of delivery. Every small change in your delivery style refocuses your audience's attention on your voice and your content.

Developing Effective PowerPoint Slides

- Use consistent colors throughout the presentation to create an overall look and feel that appropriately represents the subject matter.
- Be consistent with font size, type, and color throughout the presentation.
- Use a clear, professional font with a minimum of 30PT for titles and 28 for text.
- Ensure all materials are 508 Compliant. Use font color in high-contrast colors that let foreground text be easily seen and read over the background. Refer to the following site: [Presentations Training Videos | Section508.gov](#)
- Apply "less is best" rule with minimal amount of text and number of bullet points, preferably not more than three.
- Be consistent in how key points are highlighted throughout the presentation.

- Include purposeful, high-quality graphics (photos, charts, graphs, tables, diagrams) that make a specific point. Avoid irrelevant images that can distract.

Trainer Preparation

- Trainers shall be prepared to teach/facilitate (e.g. be fully versed on the material and activities, get a full rest the night before, and ensure good nutrition to help focus and sustain energy).
- Every new training should have a full practice session for trainers to get a sense of duration, delivery, tone, cues, and pace.
- Trainers and technical staff should be well-versed in all technology used, including chat functionalities, breakout rooms, white boards, etc.
- Center should have a documented back-up trainer policy and a detailed schedule of back-up trainers for each course.

Quality Assurance and Evaluation

- Perform and allow training monitoring where another trainer/supervisor observes the training session and provides feedback.
- Establish a continuous quality improvement plan built on the Plan-Do-Study-Act (PDSA) model to promote on-going quality improvement in all areas of the program.
- Ensure the creation of a training evaluation rubric.
- To promote participant completion of training evaluation forms, use the webinar platform poll function at the end of the training or embed a hyperlink to an electronic survey in the presentation slides or chat.