

Utilizing T&C Technical Trainers for Self-paced Digital Classroom (SDC) On-Camera Courses—Jan, 2023

Purpose

This document presents the 2023 strategy to utilize qualified technical trainers from the Global Delivery program for on-camera presentation of Self-paced Digital Classroom (SDC) content creation. This paper requests leadership approval to implement this program in H1'23.

Team CD3O/SDC Tenets

- Customer First** We clarify audience and learning goals up front for each CD3O course to enable customers to choose the course that matches their educational objectives; this allows us to appropriately design and pace courses aimed at the development and growth of actionable knowledge and skills.
- Content in Context** Our team seeks out and nurtures new approaches, processes, and tooling to enable rapid development of customer-centric digital assets. CD3O continuously finds new ways to engage customers with storytelling, passive learning, and hands-on exercises and activities. By capturing customer data, we can ensure we're focusing only on the strategies that advance customer skill development and support customer needs, so that our trainings remain approachable and applicable.
- Instruction through Authenticity** CD3O encourages excitement, discovery, and humor in the learning process and reflects this in our instructor-led approach to digital content production. To maintain trust, continue to build a wide variety of content, and deliver consistently relevant content, we consider the global aspect of our audience and work to continue learning, growing, and working closely with experts.
- Learning for All** CD3O supports diversity and inclusion by creating technical learning experiences for a global audience that include and address a diversity of viewpoints, abilities, learning styles, and people; we focus on regularly evaluating our access mechanisms, content designs, and accessibility tools, making updates where possible and necessary, for the consideration of our entire audience.

Background

The SDC program spun up in Q3'22, under the direction of Principal Learning Product Manager, Jen Ricciuti, as part of Nancy Gessler's org. As part of the reorg under Kes Nielsen in summer 2022, the new SDC team, consisting of two Instructional Designers (ID) and two Technical Content Developers (TCD), was tasked with efficiently creating digital and video-based courses targeted for Skill Builder. This team is a part of the larger Content Design, Development, Delivery and Outreach (CD3O) Team.

A Self-paced Digital Classroom course aligns to a live classroom ILT offering and is a "near-classroom" experience where the learner is self-directed to consume the same content, lectures, and labs as instructor-led, classroom-based training. These courses offer an alternative to a classroom course for customers seeking to get trained at their own pace, anytime, anywhere. SDCs utilize a combination of video-, audio- and text-based instruction, lab-based guided practice activities, and diagnostic assessments to validate the transfer of knowledge to learners, target areas where gaps exist, validate understanding, and build and reinforce skills. Learners can consume a Self-paced Digital Classroom offering in increments over multiple days, weeks or even months, based on their schedules and goals. As an Individual or Team Skill Builder subscriber, a learner has access to a library of SDC courses enabling them to revisit topics and receive future updates to that course, providing a simple, proactive way to keep current with changes to AWS products and best practices until a course is retired, per the PRFAQ [AWS Adds Self-paced Digital Classroom Training to Skill Builder Subscription](#).

There were plans in place to add two Cloud Technologists to the SDC team and job requisitions were written and approved in July 2022, then pulled right after posting per the Training and Certification organization hiring freeze. Current Cloud Technologists on the larger CD3O team record training delivery and are experts in their domain product

knowledge, as well as in customer-facing recording, delivery, and studio techniques. The CTs are either former trainers, Solutions Architects, or a combination of these. The SDC team borrowed these Cloud Technologists from the CD3O team to fill the gaps on the SDC team between their own team projects. Utilizing trainers to fill in for the on-camera presentation portion of the course development will enable the SDC roadmap (see Appendix A) to be delivered as planned, as well as give trainers opportunities to develop on-camera delivery skills.

Two One-week Commitment Structure

Two one-week commitments with a few weeks in between will encompass a variety of activities and sessions. Week One includes project kickoff where the CD3O Cloud Technologist, an SDC ID, and the trainer will meet, and conduct a full course review. The week will consist of meetings, and concentrated material review, with the final goal of content division including discussion about what content can be modified. A half-day of teleprompter and camera performance training will also take place in Week One. While this would be done best in person, it can be done virtually if needed. A number of resources for review and discussion would be sent to the trainer in advance, and discussed throughout the week. The trainer would then return to regular duties for 2-4 weeks, and then make a trip to the recording studio, where Week Two would be spent recording the material. At the end of Week 2, the commitment would be complete.

Benefits

The SDC group sees great frugality potential and opportunity to Hire and Develop the Best utilizing members of the technical training team, who are already well-versed in the delivery of ILT content. In addition, trainers work directly with our customers in the field and have a wealth of knowledge on the challenges and successes our customers experience, which will help to inform SDC content and scenario development. The proposed two one-week commitments would be sufficient to accomplish the on-camera training requirements, with minimal impact to ILT schedules. Trainers could be utilized for this program during times where training schedules are slower, or when a trainer is not customer-facing in the field.

Next steps

Approval of this program is needed from the Director of Training Delivery, Rob Zic, with buy-in from the Training Delivery managers. Trainer specialty areas and abilities will be matched with the identified courses to be produced. Discussions on the best content fit for each trainer should occur before individual trainers are approached, to sidestep random assignments and ensure the most beneficial matching is accomplished. The SDC course roadmap and identified trainer schedules will be reviewed and considered before any assignments are offered.

Summary

Utilizing technical trainers for camera presentation of SDC courses will support roadmap delivery of SDC courses, adding customer content to the subscription catalog. Additionally, this trainer utilization brings additional work experience to technical training staff.

FAQ

Q: What is the benefit to trainers?

A: As a result of this program, trainers will gain delivery knowledge from the video skills workshop, which can be applied to the AWS Speaker Certification program, as well as learn on-camera presentation skills to use in future video deliveries or to reach stretch goals with expanded skillsets for use on promo docs.

Q: What happens if this isn't approved?

A: Currently, the SDC team uses Cloud Practitioners from the Digital Training Partners (DTP) team led by Allen Goldberg. If the Trainer presenter program is not approved, then additional Cloud Technologist resources would be required from the DTP team, impacting schedule and deliverables for both programs. The DTP team has their own roadmap, and CT roles are scheduled to work on DTP courses throughout the year. Borrowing CTs for SDC recordings to this point was only possible when scheduled between their current responsibilities.

89 **Appendix A: Self-Paced Digital Classroom Roadmap**

Domain	Course title	ETA
Analytics	Authoring Visual Analytics using Amazon QuickSight	Q1
Cloud Strategy	Well Architected Best Practices	Q1
Containers	Running Containers on EKS	Q1
SysOps	Systems Operations on AWS	Q1
Architecting	Architecting on AWS	Q1
Serverless	Developing Serverless Solutions on AWS	Q1
Developing	DevOps Engineering on AWS	Q1
Developing	Developing on AWS	Q1
Data Analytics	AWS Security Governance at Scale	Q2
Databases	Planning and Designing Databases on AWS	Q2
Security	Security Engineering on AWS	Q2
Security	AWS Security Essentials	Q2
Security	AWS Security Best Practices	Q2
Data Analytics	Amazon SageMaker Studio for Data Scientists	Q3
Data Analytics	Building Data Lakes on AWS	Q3
Developing	Advanced Developing on AWS	Q3
Architecting	Advanced Architecting on AWS	Q3
Machine Learning	Machine Learning Pipeline on AWS	Q3
Machine Learning	MLOps Engineering on AWS	Q4
Migration	Migrating to AWS	Q4

90 Appendix B: Sample Schedule for a Trainer Presenter Project

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1	Project kickoff Meeting: CT, TR, ID [3 hrs]	CT/TR: Materials review ID: Objectives, Assessments Review/Draft [6 hrs]	CT/TR: Materials review ID: Objectives, Assessments Review/Draft [6 hrs]	CT/TR: Materials review ID: Objectives, Assessments Review/Draft [6 hrs]	Video Skills Training Workshop [3-4 hrs]
2	Studio setup and blocking [2-3 hrs]	In-studio Recording [5-6 hrs]	In-studio Recording [5-6 hrs]	In-studio Recording [5-6 hrs]	In-studio Recording [3-4 hrs]

91 Schedule Detail

92 **Project kickoff tasks:** Review slides and DIG content together – high level review to get an idea of what is covered and
 93 focus areas, discuss how presentation of content will be divided between Cloud Technologist (CT) and Trainer (TR).
 94 Discuss project assets: location of files, Project Quip, TCD assigned, labs, project schedule, project plans. Instructional
 95 Designer (ID) discusses objectives and content alignment.

96 **Course materials review tasks:** (CT,TR) Review DIG videos. Note areas where additional content is needed (demos,
 97 scenarios, gaps). (ID) Review and/or draft objectives and outcomes, assessment items, module transitions. Review can
 98 be done asynchronously with Chime/Huddle check-ins for discussion and status.

99 **Studio setup and blocking:** Work with the Creative Services studio team to work on where to stand/move, camera
 100 placement, teleprompter practice, and use of digital whiteboard and studio annotation tablet/tools.

101 **Note:** These weeks will not be scheduled consecutively, and will work around staff and studio availability.

102 Appendix C: Video Skills Training Workshop Agenda (part of the AWS Speaker Certification series)

103 This training is a specialized speaker skills class that will cover areas such as:

- 104 • Engaging the audience through the lens
- 105 • Bringing your authentic persona to life
- 106 • Vocal nuance
- 107 • Customer-centric content and presentation style
- 108 • Teleprompter success