9 Key Players You Need on Your eLearning Dream Team (Sep 15)

by Christopher Pappas
Sunday 27 September 2015

Behind every successful eLearning project is a winning eLearning team. In this article, I'll highlight the 9 key players that you need to have in your eLearning dream team, so that you can produce extraordinary eLearning experiences.

How to Put Together Your eLearning Dream Team

The famous philanthropist and steel magnate, Andrew Carnegie, once said: "*Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.*" Seamless collaboration, a strong work ethic, and shared goals are the hallmarks of an effective **eLearning project**. In order to achieve this, however, you need a carefully selected eLearning team on your side. Each professional must play their part in the process to deliver an eLearning course that exceeds expectations and achieve learning objectives, on time and on budget. Here are the 9 key players of the eLearning Dream Team.

1. **eLearning Project Manager/Team Leader**
   The team leader ensures that everything runs smoothly and serves as a go-between for all team members and stakeholders. If there is a problem, the **eLearning project manager** is there to discuss possible solutions with the team or takes it upon themselves to remedy the situation, depending on the nature of the obstacle. This is the individual who propels the eLearning project forward and keeps everyone on track and focused on the common goal. This individual must be an excellent communicator and self-starter. **Motivation** is essential in any eLearning project, and the leader is there to provide inspiration and motivation to the eLearning team.
2. **Instructional Designer**
   The **Instructional Designer** uses all instructional design principles, **models and learning theories**, at their disposal to **fulfill learning objectives** and fill in the knowledge gaps. They carry out a wide range of tasks, from cultivating and managing eLearning course content to creating **storyboards** and developing compliance manuals. Instructional Designers typically have an in-depth knowledge of **eLearning authoring tools** and **learning management systems**, as they must use them to design and develop **meaningful eLearning experiences**.
3. **Subject Matter Expert**
   This is the individual who is in-the-know about what needs to be included in the eLearning course and what can be left by the wayside. In many cases, a different **subject matter expert** is used for every eLearning course, unless you find an expert who specializes in a variety of different subjects. They will typically work closely with the **Instructional Designer** to determine the key takeaways and learning objectives of the eLearning course, as well as how the online content should be conveyed. Since the subject matter expert will be working directly with every member of the team at one time or another, it's important to find one who can communicate effectively and collaborate well with other eLearning pros.
4. **Course Authoring Specialist**
    Course Authoring Specialists puts all the pieces of the puzzle together to create an immersive and **engaging** eLearning course. They integrate the content to the eLearning course layout, make sure the eLearning course is compatible with the LMS, and add the finishing touches, such as **interactive scenarios**, links to supplemental resources, etc. In some instances, the Instructional Designer may take on this role, especially if they are experienced with **eLearning course authoring tools** and technologies.
5. **Learning Management System Specialist**
   Once the Course Authoring Specialists takes care of their part, they hand it over the LMS Specialist, who is in charge of the infrastructure of the **learning management system**. The LMS is the tool that will be used to deliver the eLearning course to learners. As such, the LMS Specialist must ensure that the eLearning course uploads properly and that every element is in the right place. For example, the **online scenario** that walks learners through the process of repairing an air conditioning unit should be directly after the tutorial that details every step in the process.
6. **Graphic Designer**
   The Graphic Designer handles all of the graphs, animations, user interfaces, and in some cases even printed learning materials. They may also be in charge of producing the **eLearning videos** and **scenarios**, as well as any other highly **interactive** elements within the **eLearning course design**. The graphic designer will also take care of the design of the branding logos that are featured throughout the eLearning course and on the respective marketing and promotional materials.

7. **Communications Manager**
   The Communications Manager serves as a liaison between the **eLearning team** and the **audience**, in many respects. They take care of eLearning course notifications, reminders, and collect **feedback** from learners. Unlike many other roles in a successful eLearning team, the Communications Manager's role does not end after the eLearning course has been delivered. They continually work with the audience to ensure that everyone is up-to-date and that upgrades are properly deployed.
8. **IT Specialist**
   This is another role that may extend beyond the development process. The IT Specialist works out any technical glitches within the eLearning course, making certain that everything runs smoothly, and manages the networks and tech tools. For example, if special programming is required in order for a course element to be uploaded into the **eLearning platform**, the IT Specialist may offer their support. They may also be responsible for helping learners who cannot login to the eLearning course or encounter a technical issue.
9. **QA Tester.**
   The QA Tester is the last line of defense that keeps **navigation** errors, typos, and any other unsavory elements out of the final eLearning course deliverable. They run numerous quality assurance tests to verify that every aspect of the eLearning course is on-point, from the text to the interactive scenarios and **images**. In some cases, a secondary line of quality assurance checks can also be conducted, using actual learners who look out for any glitches or errors that may have been missed.

With an amazing support team and clearly defined learning objectives, you have the power to create stellar eLearning experiences. Use this article to develop your list of must-hires, so that you set yourself up for success.