Program Area: Learning & Development

Category: Best Off-the-Shelf eLearning Course

The category, **Best** **Off-The-Shelf eLearning Course,**is for a written description of ready-made eLearning course (s) that deliver impactful, scalable, and engaging learning experiences without customization. These course(s) are designed to meet the diverse needs of organizations by addressing critical skills or knowledge areas with high-quality content, innovative instructional design, and robust technological functionality. Winning entries demonstrate measurable business impact, learner engagement, and alignment with organizational goals, setting the standard for pre-built digital learning solutions.

Training, learning, talent, HR, or other related department can enter either **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

**Instructions:**

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font – *Helvetica body 12* (size, color, or type).
4. Do not remove any sections of the application.
5. If any fields are not applicable, please leave them blank or write N/A.
6. Read the Judging Criteria below. The judges will evaluate your submission according to these criteria.
7. Write in paragraph form and check the spelling.
8. Write using the third person. Do not use “we, our, us,” etc.
9. Avoid “marketing” languages; focus on details and outcomes.
10. Include images, charts, and graphs in this document form; please do not include separate documents. Please insert these items within the context of your responses. These items may also be added to the end of the document in an appendix if necessary.
11. If applicable, you may provide supporting reports, videos, and course links. Please provide proper access information to courses and details for special instructions. If providing passwords to courses or videos, ensure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. Provide all links, URLs, and User access information in your online application for submission. Make sure access is available to reviewers for at least one year.
12. When completed using the same font size, this document should be approximately (15-20 written pages), font size Helvetica 12, not including instructions, questions, or graphics. If you have additional supporting information, you may include it within the appropriate sections of this entry form or in an appendix at the end of the document.
13. Within the online application, if you have selected “Yes” to granting Brandon Hall Group publishing permission of your entry, but there are parts of your application you wish not to have published, please indicate by **highlighting those details within this form in red,** so they are omitted from publishing.
14. Save as a **Word Document** with a new file name. Example: Company Name\_Category\_Short Title
15. Sign up or log in to the HCM Excellence Awards portal: <https://excellenceawards.brandonhall.com/hcm/>. Upload your completed entry form, complete the online application, and provide all supporting links and URLs. Check to make sure you have completed your online application and payment.

**Please direct any questions to:** **awards@brandonhall.com****. Do not send any applications via email, but only through the award application site.**

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| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of the criteria below.** |
| **1)Content Quality and Relevance** | The course content aligns with current industry standards, learner needs, and subject matter. The depth, accuracy, and clarity of the material provided. |
| **2)Instructional Design and Pedagogy** | The course's instructional approach, including the use of learning methodologies, interactivity, and alignment with adult learning principles is well designed. |
| **3)Technology and Accessibility** | The course's technical performance, usability, and accessibility are offered for diverse learners, including those with disabilities. |
| **4)Learner Engagement and Experience** | The course provides high-level learner engagement through interactivity, gamification, storytelling, or other innovative techniques. |
| **5)Business Impact and ROI** | The course contributes to business objectives, such as improving performance, reducing training costs, or fostering professional growth. |

Entry Overview:

***Please make sure all information matches the online application.***

Entry Information

|  |  |
| --- | --- |
| **Entry Title** | (Insert text here) |
| Name of Entering Organization | (Insert text here) |
| \*Name of Helping Organization (Vendor) if submitted jointly: | (Insert text here) |
| \*OPTIONAL PR | (Insert text here) |
| Date | (Insert text here) |
| Brief Description of Entry (2-3 Sentences) | (Insert text here) |

Company Background (of entering organization, not the solution provider)

Insert company logo here

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (Insert text here) |
| Employees | (Insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (Insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

\*Optional: Company Background (of solution provider if submitted jointly)

Insert company logo here:

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
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| **Company-at-a-Glance** |
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| Customers/Output, etc. (Key customers and services offered)  | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

Budget and Timeframe

Please fill out the following grid with your best ability. You may offer an estimate or range for each. If this information is confidential or not applicable, enter N/A. Your entry will not be judged based on this information; however this offers the judges a greater understanding of your entry, complexity, and/or maturity.

|  |
| --- |
| **Budget and Timeframe** |
| Overall budget | (Insert text here) |
| Number of (HR, Learning, Talent) employees involved with the implementation? | (Insert text here) |
| Number of Operations or Subject Matter Expert employees involved with the implementation? | (Insert text here) |
| Number of contractors involved with implementation | (Insert text here) |
| Timeframe to implement | (Insert text here) |
| Start date of the program | (Insert text here) |

Entry Details:

Judging Criteria 1: Content Quality and Relevance

Use this area to describe the course and answer the following questions:

1. Does the course address a critical or high-demand skill or knowledge area?
2. Is the content engaging, up-to-date, and free of errors?
3. Does it cater to a diverse learner base?

Details:

Judging Criteria 2: Instructional Design and Pedagogy

Use this area to discuss the design methodology and address the following questions:

1. Does the course design promote active learning and knowledge retention?
2. Are the learning objectives clear, measurable, and achieved effectively?
3. Are various learning styles accommodated through multimedia, scenarios, and exercises?

*Details:*

Judging Criteria 3: Technology and Accessibility

Use this area to discuss how the course was delivered to its audience and address the following questions:

1. Is the course compatible across devices and platforms?
2. Does it comply with accessibility standards such as WCAG?
3. Is the navigation intuitive and user-friendly?

*Details*

Judging Criteria 4: Learner Engagement and Experience

Use this area to discuss how learners engaged and experienced the course and address the following questions:

1. Does the course maintain interest throughout its duration?
2. Are there mechanisms for feedback, such as quizzes or simulations, that enhance learning?
3. Does it leave a lasting impression or inspire learners to apply what they’ve learned?

*Details:*

Judging Criteria 5: Business Impact and ROI

Use this area to discuss measurable business benefits that learners received and address the following questions:

1. Does the course help learners achieve measurable outcomes?
2. Is there evidence of cost-effectiveness or efficiency compared to custom-built solutions?
3. Does it provide a scalable and reusable solution for organizations?

Details: