

Creative World Schools Successfully Transforms from ILT to Microlearning to Teach Fundamentals

Creative World Schools and Minaya Learning Global Solutions LLC

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September 2020



Company Background



Company-at-a-Glance	Creative World Schools
Headquarters	Bonita Springs, FL
Year Founded	1970
Revenue	\$2.8 million
Employees	20 Franchise Corporate Employees
Global Scale	United States
Customers/Output, etc.	Early Childhood Learning Franchise providing a turnkey system for new owners, including building design, curriculum, policies and procedures, and training and resources.
Industry	Education
Website	creativeworldschoolfranchise.com

Company Background



Company-at-a-Glance	Minaya Learning Global Solutions LLC
Headquarters	Cape Coral, FL
Year Founded	2007
Revenue	\$1.1 million
Employees	7 FTE/PTE, 250 Global Contractor Resources
Global Scale	North America, Latin America, EMEA and Asia-Pacific
Customers/Output, etc.	Corporate Training Services, Strategic Consulting, Training Products and EngageSIM Competency Assessment Platform
Industry	Corporate Training Services
Website	www.minayalearning.com

Budget and Timeframe

Overall budget	\$99,000
Number of (HR, Learning, Talent) employees involved with the implementation?	Three
Number of Operations or Subject Matter Expert employees involved with the implementation?	Five
Number of contractors involved with implementation	Eight
Timeframe to implement	Six months
Start date of the program	April 1, 2020

Overview

Creative World Schools (CWS) is an award-winning daycare and early childhood education center founded 50 years ago in 1970 by Billie and Duane McCabe in Independence, Missouri. What initially began as a single learning center quickly expanded to up to 45 childcare centers in seven states.

Over the past 10 years, CWS, sold smaller locations and opted for a more innovative, custom-designed building plan with licensed capacities of 150 to 250 children featuring their Exploratorium, a unique atrium space where a child's imagination rules and which complements the inquiry-based learning occurring within each of the schools.

The Creative World School tradition has bridged generations as their daughters became part of the company. Their youngest daughter, Dr. Marianne Whitehouse, combines the experience of being raised in Creative World School with a Ph.D. in Early Childhood and Elementary Education in her position as President. This dynamic family team began franchising in 1999 and there are currently 25 Creative World Schools in five states and growing.

This past year, more than 5,000 families chose Creative World School to educate and care for their young children.

Up until 2020, all franchisee owners, managers and employees were trained leveraging:

- Instructor-led training;
- Age-specific paper-based curriculum manuals and forms guides; and
- The CWS policy and procedures manual.

While the training materials and instructor-led approach were effective at ensuring franchises properly executed on the CWS mission, values, policies, procedures and learning philosophies, the materials were cumbersome to maintain. The instructor-led delivery format was not scalable for the growth CWS had planned, which is — 60 franchises by the 60th anniversary year.

CWS' 3 E's education philosophy (Education, Exploration and Enrichment), rigor around their inquiry-based curriculum, and high standards for health and safety make CWS the best-in-class daycare and early childhood education center. Upholding CWS' education philosophy, 3 E's and high standards for health and safety across all CWS locations are critical to the reputable growth and expansion of CWS. Ensuring these pillars of success are upheld across all locations requires consistent onboarding and training of new franchise owners and staff.

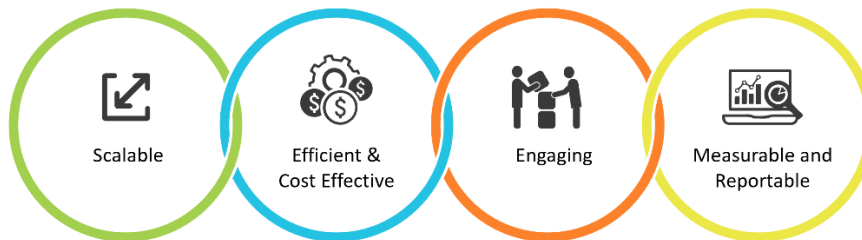
To scale to the level CWS was targeting demanded a blended training program. One that could deliver a consistent and efficient onboarding experience to new teaching staff,

enculturate new staff into the CWS WOW culture, instruct new staff on their assigned age-level educational programs, and teach policies and procedures.

Learning Objectives

Based on the planned growth over the next 10 years, CWS' defined organizational goals for the training redesign needed to be:

Figure 1: Organizational Goals for Training Redesign



Source: Creative World Schools

CWS strategically defined a blended approach to new teacher onboarding that included self-paced, microlearning modules. These modules taught foundational knowledge around CWS culture and educational philosophy, age-appropriate inquiry-based curriculum, and policies and procedures that promote and maintain educational, healthy and safe classroom environments. This freed up instructional resources at the franchise locations to focus on the teachers' application of foundational knowledge in the teaching environment. Instructors now have bandwidth to focus on their role as an applied learning coach and competency assessor to safeguard the CWS mission and ensure franchise operational consistency across their footprint.

Figure 2: Blended Approach

Source: Creative World Schools

The new extended enterprise learning program has achieved organizational goals in the following four ways.

- Provide consistent and scalable new teacher onboarding across the franchise footprint that allowed for organizational training agility.
- Provide targeted remediation assets for existing teachers.
- Deployed seamlessly from the new LMS PlayerLync platform.
- Provide results reporting for performance at the teacher, franchise location, state, and national levels.

Content Presentation

CWS solicited Minaya Learning Global Solutions LLC (MLGS) as their training services partner to design the self-paced eLearning curriculum for the following age groups: Infants, Toddlers, Twos, Preschool, PreK and School-age teaching levels.

The CWS curriculum team, instructional staff and marketing team worked closely with MLGS to ensure content accuracy and brand consistency.

MLGS conducted an extensive audit across all age-level assets to identify common content versus age-specific content to help identify how best to structure the curricula.

The analysis revealed many common instructional points that allowed for efficiencies to be built into the new overall blended-learning design at each age-specific level.

Figure 3: CW Curriculum Manual and Classroom Form Books

CW Curriculum Manual								
CW Spirit		Table of Contents	Disclaimer	Power Up Your CW Spirit	Power Up Your Professionalism	Power Up Your Interactions	Power Up Your Teamwork	
	Toddler	X	X	X	X	X	X	
	Twos	X	X	X	X	X	X	
	Preschool	X	X	X	X	X	X	
	School Age	X	X	X	X	X	X	
CW Education		Chapter One: Inspire	Curiosity	Inspire Investigation	Inspire Learning	Inspire Success		
	Toddler	X	X	X	X	X		
	Twos	X	X	X	X	X		
	Preschool	X	X	X	X	X		
	School Age	X	X	X	X	X		
CW Routines		Encouraging Everyday Elements	Encouraging Enriching Play	Encouraging Outdoor/Gross Motor Play	Encouraging Nap/Rest Routines	Encouraging Stations	Encouraging Kids Clubs	Encouraging Outdoor Play
	Toddler	X	X	X	X	Not included	Not included	Not included
	Twos	X	X	X	X	Not included	Not included	Not included
	Preschool	X	X	X	X	Not included	Not included	Not included
	School Age	X	Not included	Not included	Not included	X	X	X
CW Environment		Be a Showcase	Be Healthy	Be Safe	Be Nutritious			
	Toddler	X	X	X	X			
	Twos	X	X	X	X			
	Preschool	X	X	X	X			
	School Age	X	X	X	X			
CW Relationships		Customer Service	Positive Relationship	Creative World App	Classroom Management			
	Toddler	X	X	X	X			
	Twos	X	X	X	X			
	Preschool	X	X	X	X			
	School Age	X	X	X	X			
Exploratorium		Included?						
	Toddler	Not included						
	Twos	Not included						
	Preschool	X						
	School Age	Not included						

KEY	
X	Major differences
X	Minor differences
X	No differences

CW Classroom Form Books																		
CW Spirit		Mission Values	How We Succeed	Behavioral Expectations	Teacher Self-Reflection													
	Toddler	X	X	X	X													
	Twos	X	X	X	X													
	Preschool	X	X	X	X													
	School Age	X	X	X	X													
CW Education		KW Chart	How to Conduct a Successful Inquiry	Documenting An Inquiry	Planning Your Inquiry	Inquiry Integration	Classroom Supply Request	Parent Letter	It's All a Game	Lesson Plan Components	Digital Portfolio Collection List	Portfolio Tracking Chart	Developmental Assessment	Standards Tracking Form	Progress Check	Portfolio Showing	CW Kids Clubs: Name of Club	CW Kids Clubs: Stage 1-4
	Toddler	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Twos	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Preschool	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	School Age	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
CW Routines		Schedule	Transition Activities	Cat Chart	Enriching Play	Transportation Procedures	Attendance Roster	Bus Rules	Field Trip Checklist	Transportation Permission Form	CW Field Trip Permission Slip	Transportation Emergency Plan	Transportation Schedule	Field Trip Rules	Permission Sign-Up Sheet	Field Trip Forms		
	Toddler	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	Twos	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	Preschool	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	School Age	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
CW Environment		Teacher Responsibility Weekly Checklist	Sanitizing and Disinfecting	Opening Checklist	Closing Checklist	Put Up/Down/Phone/Meal Procedures	Daily Health Checks	Safety Checklist	Allergy Policy	Accident Incident Report	Operation Procedure for Emergencies							
	Toddler	X	X	X	X	X	X	X	X	X	X							
	Twos	X	X	X	X	X	X	X	X	X	X							
	Preschool	X	X	X	X	X	X	X	X	X	X							
	School Age	X	X	X	X	X	X	X	X	X	X							
CW Relationships		Getting to Know You	Parents as Partners	Welcome to the ____ Room	This Month At CW School	Don't Forget Check your Child's Center	Back Up Procedures for Application	CW Transition Book Notes	Guidance Adjustment	Guiding Children's Behavior	Support in Making a Plan	Billing Occurrence Report	Billing and Child Care	Classroom Mgmt Tips	School Age CW Connections	School Age Developmental History	Old Learning Items / Quantities to be Replenished	
	Toddler	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	Twos	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	Preschool	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	School Age	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Campus Summer Camp		Staff Guidelines for Summer Camp	Parent Letter	Schedule	Field Trip Request Form	Emergency Plan	Clubs	Monthly Calendar										
	Toddler	Not included	Not included	Not included	Not included	Not included	Not included	Not included										
	Twos	Not included	Not included	Not included	Not included	Not included	Not included	Not included										
	Preschool	Not included	Not included	Not included	Not included	Not included	Not included	Not included										
	School Age	Not included	Not included	Not included	Not included	Not included	Not included	Not included										

KEY	
X	Major differences
X	Minor differences
X	No differences

Source: Creative World Schools

Figure 4: Asset Number Type/Duration/Name/Topics and Applicable Ages

Asset No.	Asset Type	Asset Duration	Asset Name	Asset Topics	Applicable Ages
1	WBT	30 min.	Introduction to Creative World	Mission, Vision, Values; How we WOW	All ages excluding Preschool
2	Live action video with animation	3 min.	Mission, Vision, Values	Mission, Vision, Values	All ages excluding Preschool
3	Animated video using illustrations	3 min.	How we WOW	How we WOW	All ages excluding Preschool
4*	PDF Poster	N/A – 1 pg.	Mission, Vision, Values	N/A	All ages excluding Preschool
5*	PDF Poster	N/A – 1 pg.	How we WOW	N/A	All ages excluding Preschool
6	WBT	20 min.	Continuous Growth & Reflection	Professional Development Plan; Teacher Self-Evaluation	All ages excluding Preschool
7*	Fillable PDF Form	N/A – 1 pg.	Professional Development Plan Form	N/A	All ages excluding Preschool
8*	Fillable PDF Form	N/A – 1 pg.	Teacher Self-Evaluation Form	N/A	All ages excluding Preschool



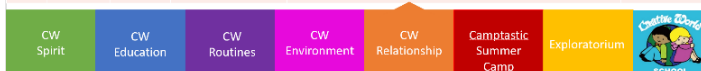
Asset No.	Asset Type	Asset Duration	Asset Name	Asset Topics	Applicable Ages
1	WBT	15 min.	CW Educational Philosophy	Our Philosophy (3 L's); CW WOW, Accreditation, Affirming Diversity; Curriculum Overview	All ages
2	WBT – branching for different age-levels	60 min.	Inspire Investigation: Quality Curriculum	Inquiry Curriculum; How to conduct a successful Inquiry in 3 Steps; Documenting an Inquiry; Translating the Inquiry Process to Your Lesson Plan; Inquiry Lesson Plan Grid; Phases 1-4	All ages excluding Preschool and School Age
3*	PDF Printable X4	N/A – 2 pgs	Inquiry Curriculum	N/A	All ages excluding Preschool
4*	PDF Printable	N/A – 1 pg	Inquiry Planner	N/A	All ages excluding Preschool and School Age
5*	PDF Printable	N/A – 1 pg	KWL Chart	N/A	All ages excluding Preschool and School Age
6*	PDF Printable	N/A – 1 pgs	Inquiry Integration Brainstorm	N/A	All ages excluding Preschool and School Age
7*	PDF Printable	N/A – 2 pgs	Translating the Inquiry Process	N/A	All ages excluding Preschool and School Age
8*	Fillable PDF Form	N/A – 1 pg	Inquiry Lesson Plan Form	N/A	All ages excluding Preschool and School Age
9*	PDF Printable	N/A – 4 pg	Phases 1-4	N/A	All ages excluding Preschool and School Age



Asset No.	Asset Type	Asset Duration	Asset Name	Asset Topics	Applicable Ages
1	WBT with four 30 sec. live action videos	30 min.	Encouraging Everyday Elements	Routines; Circle Time; Small Group Learning; Transitions; Schedule	All ages except school age
3*	Interactive PDF X4	N/A – 1 pg.	Schedule	N/A	All ages excluding Preschool
4	WBT - with one 30 sec. live action videos	30 min.	Encouraging Enriching Play	Roles; Planning Board; Enriching Play through Learning Centers; Enriching Play Ideas for Pre-K; Transition Examples	All ages except school age
5*	PDF – Printable	N/A – 2 pgs.	Enriching Play Idea List	N/A	All ages excluding School Age
6*	PDF – Printable	N/A – 3 pgs.	Transition Activity Examples	N/A	All ages excluding Preschool and School Age
7	WBT	20 min.	Outdoor/Gross Motor Play	Bring the Classroom Outdoors; The Outdoor Environment	All ages excluding School Age
8	WBT	15 min.	Nap/Rest Routines	Nap time routine; Cot Chart	All ages excluding School Age
9*	PDF – Printable	N/A – 1 pg.	Cot Chart	N/A	Twos and Pre-K



Asset No.	Asset Type	Asset Duration	Asset Name	Asset Topics	Applicable Ages
1	WBT with one 30 second live action demo video of greetings	10 min.	Deliver the WOW – Customer Service	Customer Satisfaction; Greetings and Interactions ; Parent Bulletin Board; Parents as Partners Blank Sheet; Welcome to the "Lion" Room Info Sheet;	All ages
2	WBT	10 min.	WOW Your Families – Positive Relationships	Excellence in Communication; Class Mascots; Getting to Know You; "Elephant" Monthly Class Newsletter; Monthly CW Newsletter; Don't Forget Note	All ages
3	WBT	10 min.	WOW Moments – The Creative World App	Digital Classroom Management; Capturing Moments; Records; Back Up Procedure for CW App Records Info Sheet;	All ages
4	WBT with three 30 second live action demos	30 min.	Creating a WOW – Classroom Management	Predictable Routines; Clear Expectations ; Positive Guidance; Redirection ; Timing is Everything; Rules; Biting; School Age Development History Form; Creative World Blue Note; Guidance Agreement; Guiding Children's Behavior ; Info Booklet on Biting; Biting Occurrence Report; Biting in Childcare Info Sheet; Classroom Management Tips	All ages



Source: Creative World Schools

A significant advantage in the analysis and redesign was the consolidation of common content to minimize the maintenance of the curricula. Now CWS would update common information in one microlearning asset instead of updating 15 different PDF documents.

Figure 6: Consolidation of Common Content



Source: Creative World Schools

Content branching was introduced where there were procedural or age-level differences in the subject matter. Where the differences between age levels was significant — for example, the age-specific curriculum — individual eLearning assets were created for that subject matter.

Policy and Procedure references were integrated into the eLearning assets as hyperlinks to the specific source content in PlayerLync. This ensured the information was always current and CWS would only need to maintain the source document to update resource references in the eLearning.

Figure 7: Courses



Courses

5.5 Hours of Content



Teacher Fundamentals

- Availability February 2020

Intro to CW (30 min.)
CW Education Philosophy (15 min.)

Inspire Investigation: Quality Curriculum for Infants (20 min.)
Inspire Investigation: Quality Curriculum for Toddlers and Twos (20 min.)
Inspire Investigation: Quality Curriculum for PreK and Pre-School (20 min.)

Effective Teaching: Quality Lesson Planning (30 min.)

Encouraging Everyday Elements for Infants (20 min.)
Encouraging Everyday Elements for Toddlers and Twos (20 min.)
Encouraging Everyday Elements for Pre-K and Pre-School (20 min.)

Be a Showcase: your Classroom Environment (30 min.)
Be Healthy: Creating a Healthy Environment (20 min.)
Be Safe: Creating a Safe Environment (15 min.)

WOW Moments: The CW App (10 min.)
Stations (15 min.)
Introduction to the CW Exploratorium (30 min.)
Exploratorium Curriculum (30 min.)

Source: Creative World Schools

Overall, the redesign:

- Reorganized content into chapter groupings that addressed the critical operational and procedural foundation training that CWS needed for franchise consistency across their footprint.
- Provided microlearning assets that could also be used for targeted remediation.
- Resided in the new LMS PlayerLync in the format and manner required.
- Provided assessment questions that captured results for reporting at the individual, age level, franchise operation, state, region and national levels for performance management.
- Leveraged valuable instructor resources for action learning observation, coaching and competency assessments.

Screenshots

The graphics leverage a whimsical look that is aligned to the CWS branding and other materials throughout the franchise operations. Children are central to everything CWS franchise owners do and the incorporation of many child photos is intentional.

Click-and-learns create interaction for the learner to engage in the training and explore the learning.

Figure 8: Click-and-Learns

What Will It Look Like?



Source: Creative World Schools

Figure 9: Essentials of a Lesson Plan Video

Essentials of a Lesson Plan: The 3 E's: Foundations for Excellence™



Essentials of a Lesson Plan: The 3 E's: Foundations for Excellence™



Source: Creative World Schools

Branching is used in the courses to create a single asset that meets the needs of multiple learner audiences. This is beneficial where there is common content yet variances dependent upon age group.

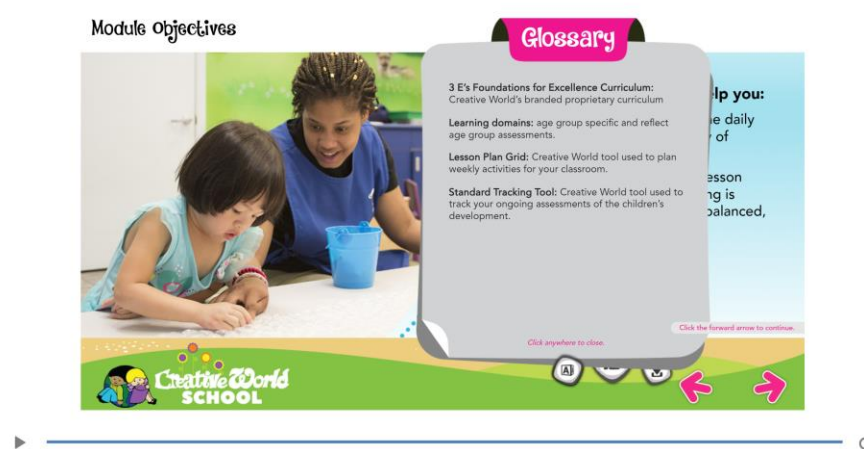
Figure 10: Branching



Source: Creative World Schools

A glossary is available throughout the training for learner reference.

Figure 11: Glossary



Source: Creative World Schools

Policies, forms and a Virtual Guide help lead the learner through the instruction.

Figure 12: Policies, Forms and Virtual Guide



Source: Creative World Schools

Once content has been reviewed the first time, learners can go back to targeted areas of the course for remediation or refresher training.

Figure 13: Refresher Training



Source: Creative World Schools

Assessments test understanding and knowledge of the content and allow CWS and the franchise owners have a clear view of performance at the individual, age level, franchise, state and national levels.

Figure 14: Assessment



Source: Creative World Schools

Overall

The new learning format has provided agility to the CWS system to leverage digital content when face-to-face training was limited by the pandemic. These unusual times increased adoption and allowed owners to see the benefits of this new training format.

The new format has also provided energy to CWS' franchise training programs and the company has seen a commitment to investing in re-training and remediation. Owners are excited to continue using this training in onboarding once hiring restarts.

The visibility of individual performance results through the training assessments have provided opportunities for targeted coaching and given confidence to CWS' leadership on the strength of the content and the instruction.

The next evolution of CWS curricula will be to address the Franchise Leader and Owner onboarding materials. The intent is to leverage a similar curriculum model to incorporate foundational knowledge and skills into a self-paced format. This will allow the onboarding team that supports the opening of new franchises to engage with the new leaders and owners more consultatively around marketing and building a successful franchise business and effectively managing the operations.

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