

Intellum

Partner Admin Certification

The Intellum Platform Admin Certification

This certification is an engaging, hands-on learning journey that covers the ins and outs of managing the Intellum platform. Through a series of interactive modules, you will develop the skills to effectively manage users, content, and reporting to drive real business outcomes. You will also gain practical experience through hands-on activities, ensuring you're ready to apply what you've learned right away.

How Long Will It Take?

The Certification is broken into 6 modules, and each module takes 90 minutes on average to complete.

- Option 1: Self-Paced
 - Duration: Approximately 90 minutes per module x 6 modules
 - Flexible: Allows participants to work through the content at their own pace, ideal for independent learners.
- Option 2: Cohort Model
 - Duration: 6-12 weeks on average
 - Pacing Options:
 - 1 week per module at a consistent pace
 - 2 weeks per module, if learners are balancing progress against other work commitments.

What Will You Achieve?

By the end of the course, you will:

- Confidently manage learning programs tailored to your organization's needs.
- Master advanced features to create engaging learning experiences.
- Drive measurable success through enhanced reporting and data-driven decisions.

This certification goes beyond theory—every step is focused on helping you build the skills that translate into real-world impact.

How Do You Complete the Course?

The Intellum Platform Admin Certification is designed to meet the needs of learners at every level, offering flexible paths to certification:

- **New to the platform?** You will complete all the Modules, engage with Community prompts to showcase your skills, and then tackle a two-part assessment—Multiple Choice Questions (MCQs) and Capstone uploads that mirror the activities completed throughout the course.
- **Have some experience?** You can choose which Modules to review based on your needs and then attempt the two-part assessment. This path lets you focus on filling specific knowledge gaps.
- **Seasoned admin?** Start with the adaptive assessment, which includes both MCQs and Capstone uploads. Based on your performance, the assessment will recommend any Modules you should review before re-testing if needed.

This flexible approach ensures you get the most out of the certification, no matter your experience level.

Modules | Competencies

Module 1: Your Learning Program

Competencies:

- **Strategic Program Design:** Demonstrate the ability to clearly define the purpose and "Big Why" of the program to align it with organizational or learner goals.
- **Audience-Centered Personalization:** Gain skills in identifying and segmenting audience groups to personalize learning experiences effectively.
- **Long-term Initiative Planning:** Develop skills in planning and managing learning initiatives and projects with long-term goals in mind, demonstrating measurable impact.

Module 2: Managing Your Users

Competencies:

- **User Management Proficiency:** Demonstrates the ability to effectively manage user data through custom fields, bulk imports, and manual updates.
- **User Grouping and Organization:** Capable of organizing and managing users through both manual and automated grouping methods to ensure efficient program delivery.
- **Team Management and Delegation:** Skilled in empowering restricted admins and other team members to manage learning content and user access efficiently.

Module 3: Creating Meaningful Content

Competencies:

- **Curriculum Design & Engagement:** Demonstrate the ability to design engaging, accessible learning content by utilizing a variety of media (e.g., images, video, GIFs) and activities that align with diverse learner needs and ensure inclusivity.
- **Personalization & Branding:** Apply strategies for personalizing the learning environment by customizing branding elements and structuring learning paths, making the experience both visually appealing and tailored to specific learner journeys.
- **Assessment & Learning Journey Development:** Develop and implement meaningful assessments and surveys to track learner progress while setting appropriate content permissions and pathways that support various learning journeys, enhancing overall learner outcomes.

Module 4: Improving the Learner Experience

Competencies:

- **Content Accessibility & Organization:** Demonstrate the ability to make learning content easily accessible by customizing site navigation, utilizing tagging systems, and implementing audience-centered homepages that align with learner needs.
- **Efficient Enrollment Management:** Manage and streamline learning enrollments by utilizing features such as group enrollments, auto-enrollment for ongoing training, and action links, ensuring seamless access for all learners.
- **Tool Integration & Engagement Tracking:** Skillfully integrate external tools with Intellum to enhance learning experiences and effectively track learner engagement and initiative outcomes.

Module 5: Deliver an Engaging Learning Program

Competencies:

- **Effective Learner Communication:** Demonstrate the ability to engage and inform learners through tailored communication strategies, utilizing branded templates, HTML letters, and announcements to market programs and notify users effectively.
- **Event Planning & Management:** Gain proficiency in hosting and managing live learning events, including creating templates for events, sharing events through multiple channels, and applying best practices for event management.
- **Learner Engagement through Gamification:** Utilize gamification strategies to motivate learners, including awarding reputation points, credentials, and using challenges to foster enthusiasm and improve skill acquisition.

Module 6: Measuring Impact

Competencies:

- **Report Creation & Data Analysis:** Demonstrate the ability to create, subscribe to, and manage impactful reports that gather key data on learner enrollments and other metrics to measure the success of learning programs.
- **Efficient Report Management:** Apply advanced techniques for managing reports efficiently, including using tips for improving reporting accuracy and relevance to decision-making processes.
- **ROI Demonstration:** Gain proficiency in demonstrating the return on investment (ROI) of learning programs by utilizing data and reports to showcase the impact on organizational goals and learner outcomes.