Completion Rate Improvement Checklist

Define completion so it survives an audit, find where learners leak, and pull the levers that lift the number.

A. Define completion defensibly

- [ ] Pick the rule: modules watched to threshold AND assessment passed
- [ ] Name the standard - SCORM 2004, xAPI Video Profile, or cmi5; not raw playback
- [ ] Separate completed from passed (success_status / CompletedAndPassed)
- [ ] State the denominator: assigned, started, or registered - and keep it fixed

B. Diagnose where completion leaks

- [ ] Split who never pressed play from who started and dropped off
- [ ] Per-module drop-off curve - find the module that sheds learners
- [ ] First-attempt assessment pass rate, by module
- [ ] Benchmark within course type, never against an absolute number

C. Content & format levers

- [ ] Cut video into sub-6-minute, single-idea chunks
- [ ] Add captions (WCAG 2.1 AA) - they lift completion too
- [ ] Tune difficulty and relevance where drop-off is worst
- [ ] Show progress: a bar, a module checklist, a clear next step

D. Product & people levers

- [ ] Automated reminders and nudges - most non-completion is forgetting
- [ ] Deadlines and explicit stakes (certificate, manager visibility)
- [ ] Mobile and offline access - widen the window to finish
- [ ] Re-measure on the next cohort and confirm the lever worked