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

Companion to: 'Completion Rate: Defining, Measuring, and Improving It'
www.forasoft.com/learn/elearning-video/articles-elearning/completion-rate-defining-measuring-improving



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This checklist defines completion so it survives an audit, finds where learners drop off and lists the levers that lift the number. Our seven-volume handbook covers the video stack behind those levers; start with Volume 3 for players and QoE monitoring, then Volume 4 for captions and accessibility, and Volume 1 for encoding.

WHAT YOU WILL FIND INSIDE

- QoE monitoring and playback analytics (Vol. 3)
- Captions and accessibility (Vol. 4)
- Players, trick play and subtitles (Vol. 3)
- Encoding for mobile and offline (Vol. 1)

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Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF
Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery
Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing
Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs
Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video
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