Stakeholder Reporting Design Checklist

A one-page checklist for designing learning reports that drive decisions: audience and decision, the evaluation ladder, report design, and governance and accessibility.

A. Audience & decision — one report per decision

- ☐ Name the audience and the single decision the report drives
- ☐ Learner: their progress + one next step (no raw telemetry)
- ☐ Instructor: cohort drop-off, item difficulty, who is falling behind
- ☐ Business: aggregate outcome and ROI — never named individuals

B. Climb the evaluation ladder

- ☐ Go past completion: reaction, learning, behaviour, results, ROI
- ☐ Tie a counted business result to a value finance already agrees on
- ☐ ROI % = (net benefit / programme cost) × 100; show the arithmetic
- ☐ State the causation caveat — argue training caused the result

C. Design a report people use

- ☐ Lead with the 'so what' in plain words, not the chart
- ☐ Give every number a comparison: baseline, target, or trend
- ☐ Match cadence to the decision: live / weekly / quarterly
- ☐ Cut everything that does not drive the decision

D. Governance & accessibility

- ☐ Scope access by audience: self, your learners, aggregate
- ☐ FERPA: disclose only on legitimate educational interest
- ☐ GDPR: purpose limitation + data minimisation by design
- ☐ WCAG 2.1 AA: never use colour alone — pair with label or shape

Companion to: 'Reporting to Stakeholders: Learners, Instructors, and the Business'
www.forasoft.com/learn/elearning-video/articles-elearning/reporting-to-stakeholders



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This checklist designs learning reports around one decision each, the evaluation ladder and governance. We wrote seven volumes on the video stack. Start with Volume 3 for players and QoE monitoring, then Volume 1 for encoding course video and Volume 4 for audio and accessibility.

WHAT YOU WILL FIND INSIDE

- QoE monitoring and playback analytics
- Encoding course video
- Players and subtitles for learning video
- Audio, loudness and accessibility

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Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI

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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