



# Instructional Design Unit

**We apply our learning design expertise to support and elevate educational programming efforts.**

As an educator or professional, you are an expert in your field. You have the knowledge and wisdom that comes from years of experience. Now you need to pass on your expertise to your learners.

The Instructional Design Unit is a fee-for-service business unit housed within the Extension Natural Resources Institute. We partner to help you transform your expertise into learning solutions that drive measurable performance.

Whether that means a short microlearning module, or a full certification program, we will collaborate with you every step of the way.



**Natural Resources Institute**  
DIVISION OF EXTENSION  
UNIVERSITY OF WISCONSIN-MADISON

## Our Expertise

We leverage these strengths to create learning content that people can understand and use:

- Accessibility adaptations
- Adult learning principles
- Curriculum design
- eLearning design and development
- Learning design consultation and development
- Plain language and clarity
- Project management
- Target audience analysis
- Technology consultation
- Video, audio, and multimedia design and production



## USDA NRCS Partnership Highlight

Since 2017, UW-Madison Division of Extension and the USDA Natural Resources Conservation Service have partnered to develop **over 30 online and blended trainings for agency conservation professionals, Technical Service Providers, and partner organizations hosted on USDA's AgLearn training platform**. The Instructional Design Unit plays a key role leading and managing each course project, facilitating content discussions with agency staff, designing and developing the deliverable, managing the review process, and troubleshooting the launch process.

Collaborating with the Marketing and Communications Unit ensures training content meets federal accessibility standards and presents high-quality visuals. The Evaluation Unit also plays a supporting role by developing and deploying needs assessment instruments, reviewing learning assessments, and evaluating course success.

Together, the three Natural Resource Institute service units provide a comprehensive training product ensuring NRCS employees meet agency staff development goals.

## Let's Connect

Tell us about your vision, your target audience, and your goals for your project. Together, we can determine how the Instructional Design Unit can support your work and meet your needs.

We are frequently written into grants as partners and can accommodate a variety of funding strategies. As a unit of UW-Madison Extension, we offer an internal hourly rate for collaborations with other University of Wisconsin units, alongside competitive rates for external clients.

For more information or to discuss your project, please contact the Instructional Design Unit Lead **Janice Kepka** at [janice.kepka@wisc.edu](mailto:janice.kepka@wisc.edu).

Learn more at [naturalresources.extension.wisc.edu/instructional-design](https://naturalresources.extension.wisc.edu/instructional-design).



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