



Meet the Team - Learning and Development Instructional Design Team

About the Team

The Instructional Design Team is part of the Human Resources (HR) Learning and Development (L&D) team. They are led by Mersiha (Mary) Perkins, Manager, Instructional Design and Development, who reports to Palicia Francis, Director, Learning and Organizational Development.

Who's on the team

Members of the Instructional Design Team are Amanda Williamson, John Potts, Ryan Kelly and Cedric Smith (contractor), all of whom are senior instructional designers with years of experience in eLearning and graphic design. Marybeth Simmons is our learning consultant who administers the Citizens Learning Center.

What does the team do

The Instructional Design Team helps people learn by creating interactive and engaging learning events. The team supports the majority of organizational initiatives by collaborating closely with different business units at the beginning stages of project planning. They serve not only the more than 1,000 Citizens' employees, but also external audiences such as independent adjusters, vendors and more than 10,000 agents and Loss Control Representatives (LCRs).

The team's specialty is design and development of eLearning (online) courses. These courses range from compliance-driven training – including ethics acknowledgment, CAT pay policy acknowledgment and mandatory online refresher – to technical training for internal and external learners – such as new agent onboarding program and the Managed Repair Program – to professional development courses such as career pathing assistant.

In partnership with our HR L&D peers and subject matter experts, they also design and develop a variety of learning content ranging from classroom training, including LEAD 365 and new hire onboarding; videos (such as Connect with Claims), virtual town halls, Citizens Celebrates!, job aids, resource guides, posters and infographics.

Finally, the team manages the Citizens Learning Center (CLC) which houses all the learning content where employees and external users can access anything from in-house developed courses to LinkedIn Learning content, Property and Liability Resource Bureau (PLRB) and Xactimate courses.

Given this breadth of responsibilities, instructional designers obviously must be good at sorting through and digesting content to identify the main ideas and key points that learners need to understand to do their jobs well.

What the team is working on now

Recently, the team rolled out the Vendor Ethics Acknowledgment online course which automates the process that the Credentialing Administration Information System (CAIS) team used to do manually. The team also supported the rollout of the Replacement Cost Estimator to agents and LCRs by providing an online module to help them get better acclimated with the tool and process.

Among other projects, the team is currently working on creating a video for our policyholders to help them learn how to submit a claim in myPolicy.