

## Caring for Baby Chicks - Design Document

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| <i>Business Purpose</i>        | <p>Context: Well Taught Farm &amp; Garden Store sells hundreds of baby chicks every spring to customers all over the metro area. These chicks will grow up to be backyard layer chickens, producing eggs and providing entertainment for their owners. Despite current efforts to teach customers how the special care that baby chicks need, some inevitably die every year, which can lead to upset customers who want their money back.</p> <p>Purpose: Provide a easily accessible resource to give customers the tools, skills, and knowledge that they need to properly care for their new baby chicks. Lower chick mortality rates and raise customer satisfaction in their purchase from Well Taught Farm &amp; Garden Store</p> |
| <i>Target Audience</i>         | Customers of Well Taught Farm & Garden Store who have reserved chicks to buy. Customers come from all over the metro area and have a wide range of knowledge and skills around chicken care.   |
| <i>Training Time</i>           | Approximately 20 minutes   |
| <i>Training Recommendation</i> | <ul style="list-style-type: none"> <li>● E-Learning is recommended as the training modality due to the size and geographic distribution of customers.</li> <li>● A link to the course can be emailed to customers when they confirm their order of baby chicks.</li> <li>● The course will be designed to be fun, interactive, and keep the learner (customer) engaged without feeling too much like a course.</li> <li>● Evaluation will be built into the course and will not be graded.</li> </ul>  |
| <i>Deliverables</i>            | <ul style="list-style-type: none"> <li>● 1 e-Learning course:             <ul style="list-style-type: none"> <li>○ Focused on How to care for baby chicks in a brooder</li> <li>○ Developed in Articulate Rise 360</li> <li>○ Use illustration and animation for graphics</li> <li>○ Use scenario-based assessments.</li> </ul> </li> </ul>  |
| <i>Learning Objectives</i>     | <p>By the end of the course, new baby chick owners will be able to:</p> <ul style="list-style-type: none"> <li>● Describe the five essential requirements keeping baby chicks healthy and happy</li> <li>● Prepare a chick brooder to welcome their new baby chicks</li> <li>● Demonstrate proper care of baby chicks in their brooder in the first 6-10 weeks of life before they move outside</li> </ul>   |
| <i>Training Outline</i>        | <p>Training Topics:</p> <ul style="list-style-type: none"> <li>● The Essentials             <ul style="list-style-type: none"> <li>○ Baby chicks in the wild vs in the brooder (this could be a quiz game)                 <ul style="list-style-type: none"> <li>▪ Heat</li> <li>▪ Food</li> <li>▪ Water</li> <li>▪ Shelter</li> <li>▪ Stimulation/entertainment</li> </ul> </li> </ul> </li> </ul>   |

- o Timeline for chicks in the brooder
  - o Developmental phases of baby chicks
- How to prepare for your baby chicks
- Daily Care
  - o The first day- getting your baby chicks used to their new home
  - o What to do every day
  - o Outside field trips!
- Troubleshooting issues
  - o Adding new chicks to an existing flock
  - o Chick seems sick
  - o Poopy butt
  - o Chick aggression

### **Section 1 – Introduction**

1. Share a hook- story or fun fact about raising chicks
2. Introduce Well Taught Farm & Garden Store
3. Share learning objectives

### **Section 2 – The Essentials**

In this section, baby chick owners are introduced to the essential requirements for what chicks need to be happy and healthy.

1. Describe the 5 essential requirements for chicks through looking at what chicks need in the wild and then how we simulate those in a brooder. This topic will be shared as a guessing or quiz game that compares wild vs the brooder. If necessary, this will be made in Storyline.
  - a. Heat
  - b. Food
  - c. Water
  - d. Shelter
  - e. Stimulation/entertainment
2. Timeline - Use an interactive dial or slide bar to show how long chicks stay inside and what their developmental phases are during that time.
3. Quiz question about the 5 essentials that will be based in a scenario

### **Section 3 – How to prepare a space for baby chicks**

This section will detail all the things a baby chick owner needs to properly prepare a space for their new chicks.

1. Provide a shopping list for download of all the things needed for the chick brooder
2. Use an interactive clickable photo of a brooder that the learner can click through to see all the things needed for the brooder and any specifics that they need.

### **Section 4 – Daily Care**

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|                        | <p>This section will describe the daily care needed to keep chicks happy and healthy. It will be a scenario-based section, the learner will walk through the daily steps of taking care of their chicks, doing little activities and quiz questions along the way.</p> <ol style="list-style-type: none"><li>1. The first day – how to introduce the chicks to the brooder</li><li>2. Daily care</li><li>3. Outdoor field trips!</li></ol> <p><b>Section 5 – Troubleshooting Issues</b></p> <p>This section will use the flip cards to showcase some of the issues that baby chick owners can face.</p> <ol style="list-style-type: none"><li>1. Adding younger chicks in with older chicks</li><li>2. Chick seems different or sick</li><li>3. Pasty Butt</li><li>4. Chicks are aggressive toward each other</li></ol> <p><b>Section 6 – Conclusion</b></p> <p>This section wraps up the course, and gives customers a way to reach out to WTFG staff if they have any questions.</p> |
| <i>Evaluation Plan</i> | <ul style="list-style-type: none"><li>● Since this course will be an informal guide for customers, evaluation will look different in each section. All sections will ask the learner to problem solve a situation or answer questions.</li><li>● Quizzes and scenarios will not be graded.</li></ul>   |