



Technical Communication Department
Mercer University
1200 Prince St,
Macon, GA 31201

August 14, 2022

Kathryn Chunn
2716 Hillcrest Ave,
Macon, GA 31207

Dear Reader,

I am pleased to deliver the work report on my State Farm Internship. Please note that due to legal implications this report does not contain any proprietary information.

This report details my deliverables, experiences, challenges, learning, and activities I accomplished during my summer internship period, starting May 23rd, 2022 and ending on August 5th, 2022. I was supervised by the Agency and Marketing Learning Manager, Lacey Cantu and mentored by eLearning Developer, Melissa Saxton.

Sincerely,

Kathryn Chunn
Technical Communication Student
Mercer University
Instruction Designer/eLearning Developer Intern
State Farm



Work Report – Kathryn Chunn

Employer: State Farm

Intern: Instructional Design

Department: Agency and Marketing Learning

Supervisor: Lacee Cantu

Table of Contents

.....	2
.....	2
Work Report – Kathryn Chunn	2
Executive Summary	4
Background.....	5
Introduction	5
Learning Objectives.....	5
Deliverables	6
Multicar Policy and Me Edits	6
Internship Development Proposal.....	7
Securities Annual Compliance Training Course .	8
Auto Sales Vocal Talent.....	11
Auto- Michigan Specifics Lessons 2-3	11
Evaluation and Analysis.....	12
Recommendations.....	13



Executive Summary

The purpose of this report is to reflect on and assess my work experience at State Farm. While at State Farm I worked from home as an Instructional Design Intern under Lacee Cantu on the eLearning team of the Agency and Marketing Learning department. Through my internship I learned a lot and grew as a professional. I worked on a total of 5 deliverables, and completed 4 of them by end of my internship. I also worked in several software's including Outlook, Articulate Storyline, Articulate Rise 360, Microsoft PowerPoint, SharePoint, Microsoft Word, and Audacity. I excelled at all of my deliverables, and received good reviews and feedback throughout the department.

At the conclusion of my internship, I reflected on the pros and cons of working from home and what experiences/skills I learned. This helped me define a list of recommendations for the Technical Communication department to implement for future students:

1. Emphasize Articulate Rise and Storyline as a software for eLearning development
2. Train students on using the Articulate suite and Camtasia
3. Train students on recording and editing audio
4. Continue to have students work directly with SMR's
5. Continue to assign students a project where they redesign a deliverable to learn to think outside of a current design
6. Use LinkedIn Learning as supplemental teaching for upskilling



Background

State Farm Insurance is the largest insurance provider in America with the company headquarters in Bloomington IL. State Farm was founded in 1922, making this year their 100th anniversary. The company is organized by internal employees and external agents. Most individuals have experience with their local State Farm agent's vs State Farm employees. To keep operations running smoothly, employees need to be able to train and communicate with agents efficiently and effectively. The Agency and Marketing Learning department bridges the communication gap by creating trainings for State Farm agents and employees alike.

With the introduction of new technologies, companies, like State Farm, are having to adapt and change their learning styles. This past year State Farm has begun to transition to building and delivering courses using the Articulate software which also requires all of their old courses to be re-built/modified in Articulate. The influx in workload prompted State Farm to need an Instructional Design intern with experience in Articulate to assist not only in course building but to also act as a SMR for Articulate to assist current employees learning the software.

Introduction

In February of 2022, I started my State Farm journey. I interviewed with Lacee Cantu and Robert Oldham, and we immediately hit it off. Several hours after my interview I received an offer letter to join State Farm as a summer intern as an Instructional Designer for the Agency and Marketing Learning or AML department. Beginning at State Farm in May was a whirlwind of home office set-up, and compliance training. As a virtual intern, I worked from home, and State Farm sent me everything I would need to have an efficient workspace. Lacee informed me that I was hired to work specifically on Articulate courses, although the Agency and Marketing Learning department also works in Camtasia and does video courses.

Learning Objectives

At the beginning of my internship, I outlined a list of learning objectives to gauge the success of my internship with State Farm. As I received projects, I updated my learning objectives which are listed below.

At the completion of the internship, I wanted to be able to:

- Detail and apply the mission statement and company values throughout my work.
- Be able to storyboard and develop an Articulate Storyline course professionally as determined by my supervisor.
- Communicate professionally with SME's/SMR's and other team members, specifically being able to engage and communicate my thoughts professionally to team members and SME's/SMR's.
- Communicate professionally in client meeting and showcase my work to my supervisor's satisfaction.
- Understand corporate culture to my own satisfaction, and personal growth.
- Understand and apply the terms "Alpha, Beta, and Gold" with complete correctness.



- Summarize my daily activities in a kept written journal (excluding any company secrets, trade information, or sensitive/confidential information) for reflection.
- Refine my leadership skills through leading various small projects, to my team's satisfaction.

I feel satisfied with the level of completion of my learning objectives, and am excited to continue to grow at State Farm in my Fall and Spring internships and then in a more permanent position.

Deliverables

Throughout my internship I worked on a variety of projects which are listed below:

- Multicar Policy and Me Edits (6/1 -6/3)
- Internship Development Proposal (6/3- 8/4)
 - Outline of written proposal (6/24)
 - First draft of written proposal (7/11)
 - Written proposal complete (7/22)
 - Multimedia and/or visual presentation (7/29)
 - Delivery of presentation to Executives and Agency Leadership (8/4)
- Securities Annual Compliance Training Course (6/7- 8/5)
 - Storyboard (7/1)
 - Text and Audio Transcripts (6/17)
 - Visuals (7/1)
 - First Draft of Articulate Storyline Course (7/22)
 - All Audio Received from Voice Actors (7/25)
 - All Audio Loaded into course (7/25)
 - Draft of Course Published to Review 360 (7/26)
 - Beta Meeting (8/2)
 - Make all necessary changes (8/3)
 - Gold (8/5)
 - Delivery of final course
 - HR&D Testing and edits (8/9-8/11)
- Auto Sales Vocal Talent (7/1)
- Auto – Michigan Specifics Lessons 2-3 (7/7- 9/9)
 - Intake Call (7/7)
 - Alpha Meeting (7/21)
 - Storyboard Complete
 - COURSE CANCELLED

Multicar Policy and Me Edits

The Multicar Policy and Me Course was the first project I worked on at State Farm in the Agency and Marketing Learning Department. It was a pre-built course in Articulate Rise 360 that required small edits across several modules. I completed it in a couple of hours. Although it was not a very challenging assignment, I learned the process of receiving information from, and



submitting projects back to, the content analysts. My speed and efficiency in completing the Multicar Policy and Me Edits prompted me to ask for additional projects to work on because I had the capacity available. It also proved to Lacey and the team that I was capable to work in Articulate, and communicate directly to content analyst.

Internship Development Proposal

The Internship Development Proposal was my “internship project”. At State Farm, every intern team (a group of interns organized under one company subsection) is assigned an internship project for the team to work together to complete over the course of their internship. My team’s assignment was to write a proposal and deliver it with visual aid to State Farm executives.

The collaborative nature of the assignment proved to be difficult because of the team’s variety of skill levels and expertise. For example, out of the group I was the only intern who had experience writing a formal proposal and giving a large professional presentation. This made writing the proposal difficult because I had to do the majority of the work and teach the group about formal proposal writing and the parts of a proposal. This included how to label figures correctly, the front and back matter, and referencing figures and appendices in the text. The group also depicted a variety of work ethics, with some members completing their work late, not communicating with the team, and/or not participating in group meetings. Something I regret not doing with the group, was outlining team norms and expectations. I assumed they would know the etiquette of group projects because of their internship. I overcame these challenges through lots of deep breaths and patience. I also leaned on another intern, Harley, who had a similar work ethic as myself.

We divided up the work based on skillsets and everyone brought something different to the project. Harley led the research phase, where we sent out a survey to all current interns to hear their thoughts on the internship program. By our presentation date we had over 170 different responses from a variety of State Farm departments. Abby fully built out a website that compiled all of the onboarding information interns receive into one place. Syed brought his opinions and knowledge of the State Farm payroll system, and Ajsa provided expertise on business structures. I worked closely on the overall proposal and lead the team on the slide deck. After developing a template for the slides that matched State Farm’s branding, I distributed slides that would play to team members strengths and personalities. We had a couple issues with people moving text boxes around, changing font size for just one slide, and not using assertion evidence format. This caused me and Harley to have to do extensive edits on the slide deck before delivery.

During this project, I learned about working with different skill groups throughout a company and how they can meld together to create one deliverable. It was interesting seeing how the other interns solved problems because they came up with solutions and ideas that I didn’t think about. In the end we overcame all of our challenges and produced a professional slide deck in assertion/evidence format and delivered a seamless presentation to over 27 executives and

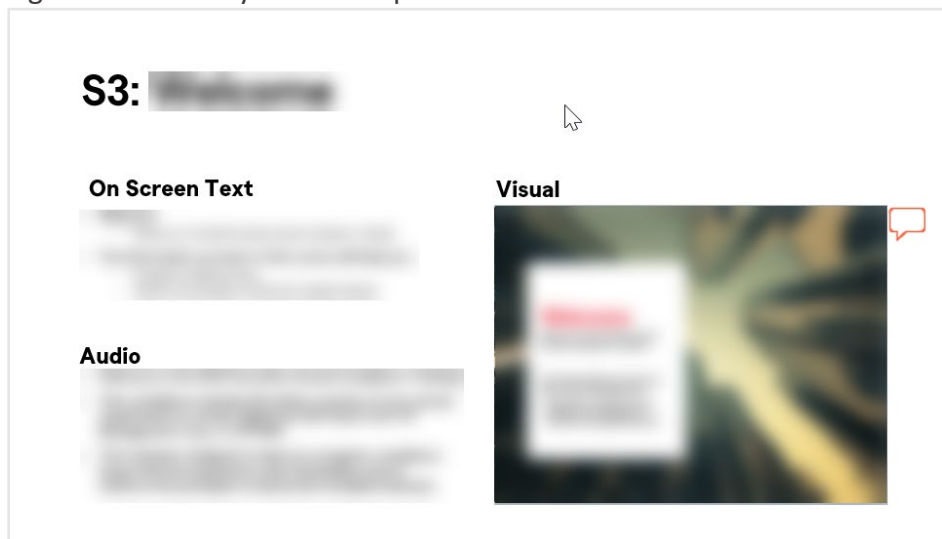
higher-ups. The feedback we received was all positive and that elements of our proposal will be implemented for future internship programs.

Securities Annual Compliance Training Course

The Securities Annual Compliance Training Course was my second assignment from AML after the Multicar Policy and Me edits. When Lacee assigned it to me, she prefaced it by saying that they did not expect me to finish it and to get as far as I could by the end of my internship. That was the first challenge of the course: the timeline. The Securities Annual Compliance Training Course or SAC for short was a massive undertaking, the course was to be built in Articulate Storyline and had over 120 slides of content, with scenarios and audio throughout.

As soon as I received the materials I needed to get started, I began working on storyboarding the course in Microsoft PowerPoint. I created an easy to read and digest template for a visual storyboard (see Figure 1), then proceeded to fill in all of the text and audio transcripts.

Figure 1: SAC Storyboard Template



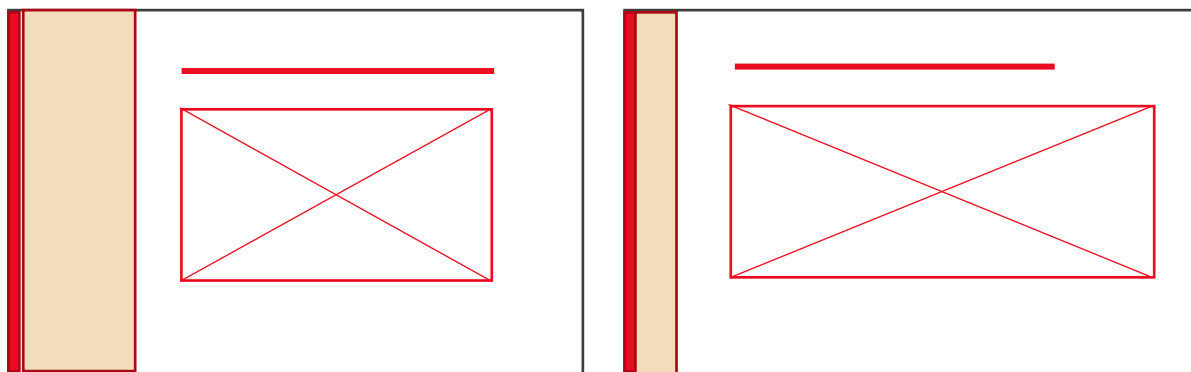
After the text and audio was all filled in, I started on the visual design of the course. When I first met with Jason (content analyst) about the course I learned that SAC is an annual course that is mandatory for employees to complete. That meant my target audience was close to 100,000 people, which was a very large and diverse.

I wanted to design a course that was different from what they had seen before, with more interactive elements but not interactive elements that would add time to the course. A challenge with adult learners and mandatory courses is the amount of time they take, which takes time out of their work day and away from other projects. To do this I added in buttons, to break up the monotony of clicking the next button in the player to progress. I also added in animated scenarios with knowledge checks that give the users real examples of the material to increase their understanding and make the course more relatable.

Another way to make the course more interesting but also easy to digest was a custom-built template. When I first browsed the Articulate Storyline templates, there wasn't one that fit the bulk of information needed in the course well. I wanted the information to be easy to read in one screen. Many State Farm compliance courses have scroll bars to accommodate the information, but users have the chance to miss important information because of this delivery method, which has legal implications. During the design process I learned a lot about the legal side of compliance courses, which to do this I used an "open" layout with a lot of whitespace toward one side where the text would go.

I made a combination of two formats one that includes a photo that relates to the content and one with a narrow color bar (see Figure 2). My goal with the two separate formats were to never have two of one format in a row, which helps break up the monotony. I also mixed in interactive tab slides with buttons the user has to click on to proceed through a series of tabs. The tab slides helped group larger sections of information together in more digestible chunks, and allowed for more pictures to be integrated in.

Figure 2: Mock up Formats*



*Note: the horizontal bar represents the heading

I themed the template around technology, with an emphasis on the future but also the past. I used a combination of highly technical edited photographs and chalkboard call outs to draw the learners into the virtual classroom which is an element of the future. Jason was extremely pleased with the simplicity of the template, and the integration of the theming.

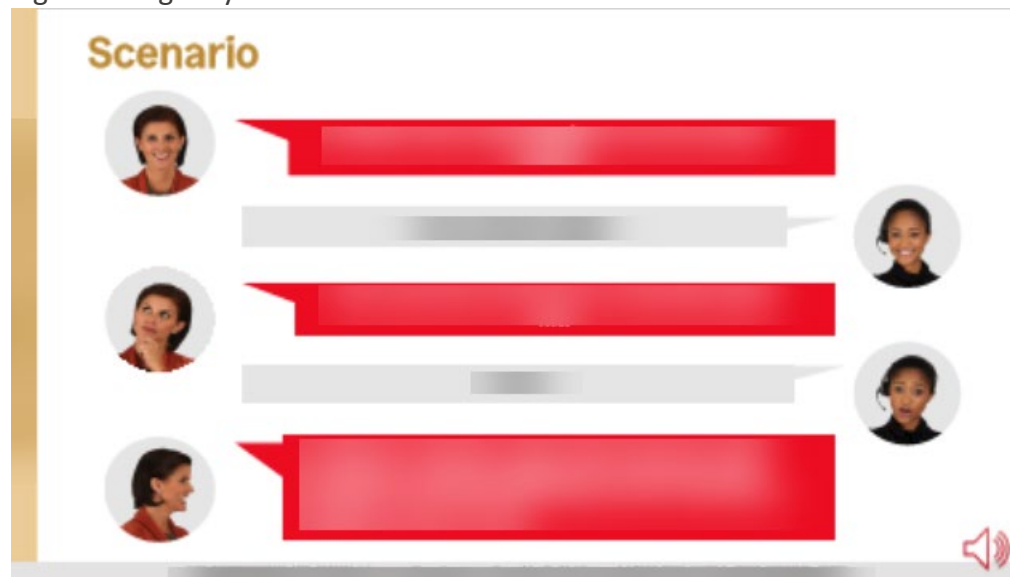
After the completion of the storyboard, I moved on to developing the course in Articulate Storyline which provided several challenges. Creating a course with restricted movement required extensive programming of triggers. The menu was particularly challenging, because the user had to complete the course in order and the course had to track completion. When the user completes a section a red check mark appears in the place of the section number. Originally, the programming had a glitch in it but with Melissa's help I was able to fix it.

Throughout this project I learned how to build a course under the strict constraints of State Farm's brand guidelines which include stringent accessibility guidelines. On Lacey's team we make digital accessibility a priority, because everyone should be able to access our content and

receive a full experience. I added alt text to every picture that explained what the picture was showing, and added captions that aligned to slide audio. The captions are shown when users click the “cc” button in the course player. I had never written captions before but storyline made it easy to line the text up with the audio wavelengths. Also, on all slides with audio, a visual aid of a speaker is shown in the bottom right corner to indicate to learners to click on cc if they need it.

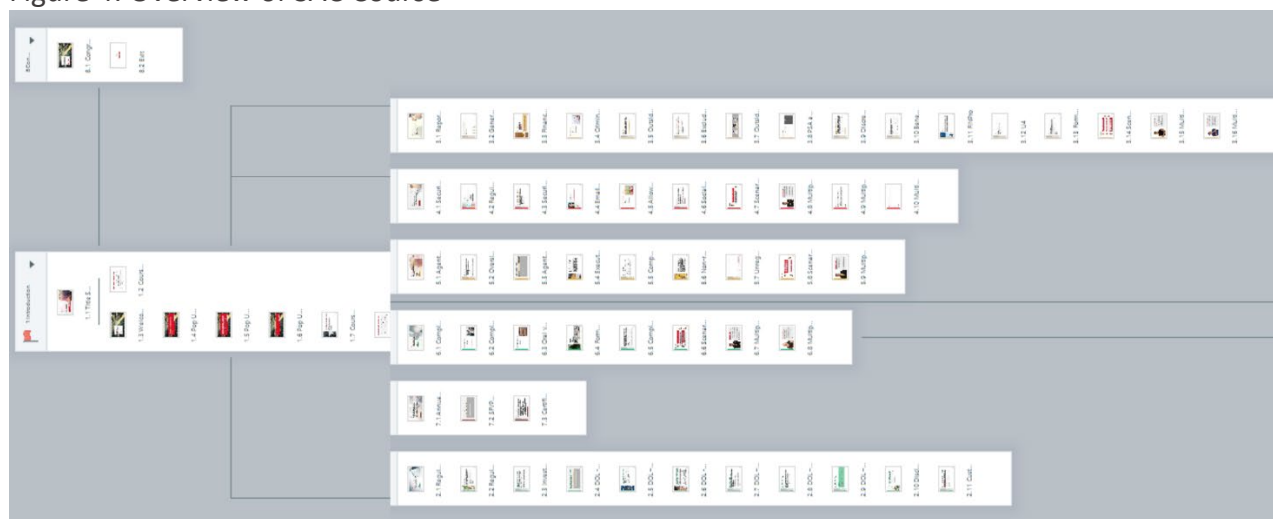
The AML team discovered that the Articulate Storyline and Rise scenarios were not accessible, so I had to work around that while designing my scenarios. My solution was to keep with the simple design and use speech bubbles and characters to tell the story (see Figure 3). I also alternated the colors to make the text easy to differentiate. The characters also have audio and are animated to be timed to the audio. I used facial expressions and poses that match with the emotion I perceived the character would have. For scenarios where characters are on phones, they are wearing headsets, which are issued by State Farm for audio calls. This added a touch of humanity and realism to the scenarios and made the characters relatable. I also used a diverse selection of characters to be as inclusive as possible.

Figure 3: Digitally Accessible Scenarios



I am really proud of all I accomplished with the SAC course and everyone was extremely pleased and impressed with the deliverable. The course was also the largest and most involved course I have ever worked on (see Figure 4). I overcame many challenges and learned a lot about the process of building and delivering my first course with State Farm. I also learned about the meaning of the Alpha, Beta, and Gold phases. Alpha phase is the project intake through storyboarding, it’s all of the pre-planning in advance of development. Beta phase is when you have close to a finished product developed, and Gold is where course delivery happens. Alpha was the largest phase for this project because of how large the course is.

Figure 4: Overview of SAC Course



Auto Sales Vocal Talent

While I was working on the Securities Annual Compliance Training, I received the opportunity to be a vocal talent for an Auto Sales video. I recorded a couple lines on Audacity with my headphone mic, edited them, and sent them to Kaitlyn who then sent them to where they needed to go. I was a little self-conscious that I sounded too young over audio, but Kaitlyn reassured me that it fit the role my character was playing. It was interesting and not very challenging but a fun small project to break up the week.

Auto- Michigan Specifics Lessons 2-3

When I completed the SAC storyboard, I had more capacity so I told Kaitlyn I could take in a small to medium project. She assigned me to a 3-person team that was comprised of me, Tammy, and Penny. The team was to develop a course in Articulate Rise 360 based on a preexisting course. We split the course into 3 with Tammy doing the first lesson, me doing the second and third, and Penny doing the fourth and fifth lessons.

I had the most experience in Articulate Rise so Tammy and Penny looked to me for guidance which made me an impromptu leader of the team. We started working on our storyboards and I had several meetings with Tammy and Penny to answer their questions and develop a design guide. Once we picked our primary, secondary, and tertiary colors from the brand center and our primary font we started our storyboarding. It was Penny and Tammy's first time developing a training course in Rise so storyboarding for Rise was also new to them so we worked off of a pre-made template.

We had made our storyboards and gotten to the Beta phase when we received an email stating the course had been canceled. We were all frustrated when this occurred and Kaitlyn told us the course should of never made it to production and it was a flaw in the system. So, we, the AML team, started to brainstorm ways to change the system. I was pulled into a meeting where we talked about what was working and what wasn't and suggested ways to change it. Later during one of my one on one meetings with Lacey, I talked to her about how I use a checklist to

ensure I don't miss anything during development. She thought that was a great idea and that we should implement a checklist to guide SMR's and content analysts through the production process. We then took that idea, Lacee and I, to the higher ups in AML where we aligned it with the business model and integrated it into a design thinking process. All in all, it was a really amazing experience and I learned a lot about how decisions get made in the department.

Evaluation and Analysis

I really grew in my internship experience. I was worried that I wouldn't feel satisfied working from home, but after I spent my first day at the Atlanta Hub it was clear to me that I would not thrive in an office environment. I found the cubicles to be dull and frankly soul sucking, so I could not imagine trying to be creative there. Working from my home office was amazing, my cats would sit in on meetings and became little celebrities. My cat Mr. Peaches helped me connect with my mentor who has a dog named Princes Peach, and my cat Chi Chi got to meet Lacee's cat Vader.

The AML department mostly works from home, with employees scattered all across America, which means working with different time zones. Getting used to the time differences was a challenge. I would be logged on for several hours before Lacee, who is located in Arizona, was online or even awake. When scheduling meetings everyone was very clear of which time zone they were in and everyone was very accommodating. These are experiences I would not be able to have in an office environment (see Figure 5).

Figure 5: Working from Home Pros and Cons

Working from Home Pros/Cons	
Pros	Cons
1. Working in my creative space	Missing out on office culture
2. Lunch break naps	Remote work emphasizes feelings of isolation
3. Multi-tasking (ex. Ability to do laundry while also participating in meetings)	No "in-office" IT help, had to solve technology issues on my own
4. CATS! Working with my ESA greatly reduced my stress levels.	Technology Issues (Wi-Fi blackout, problems logging on to the VPN, etc.)
5. For medical issues, I was at home and had access to medicine and urgent care (which came in handy)	Trouble focusing on work, sometimes, due to distractions
6. I was in control of the climate (I cannot work in a cold environment; I have a hard time focusing)	--

As far as evaluating my work I believe I excelled at all of my deliverables. During my internship I had biweekly one on one meetings with Lacee to discuss how things were going. Usually we finished "talking shop" quickly and spent most of the meeting talking about our cats or what books we were reading. Lacee would also give me feedback on my work during these meetings,

and ask if I needed help with anything. The feedback I received was all positive, which pushed me to keep meeting the high expectations I was setting for myself. I would also receive feedback when I emailed deliverables to content analysts. Almost every email I sent that contained information relating to an eLearning course had Lacee, Kaitlyn, and Melissa cc'ed. This kept them updated on my progress and any problems I was having while in development.

Recommendations

I recommend continuing to emphasize Articulate Rise and Articulate Storyline in the Instructional Design class. In Multimedia, I recommend adding Camtasia to the curriculum and audio editing. These hard skills are required to stay competitive in the work force for Instructional Designers, and eLearning Developers. I also recommend continuing to teach students to be independent in the work environment by having them lead project groups and work with real companies. I learned how to work with SMR's through working with the graduate students in Multimedia. This experience prepared me for receiving SMR information and communicating with SMR's.

Another experience from Mercer that benefitted me in my internship experience, was the ability to look at old design and be able to refresh them. In my experience, a lot of designers get stuck on old designs and have a hard time reimagining them. I learned how to think outside of the current design through redesigning the course delivery of TCO 341, and I applied this experience to my modification courses. This made me a more efficient designer.

I also recommend that the Technical Communication Department to get a subscription to LinkedIn Learning, where students can upskill through easy-to-follow courses. I believe this could take the place of other supplemental learning and the LMS tracks course completion, meaning Professors would also be able to track completion. LinkedIn Learning was a tool I used frequently to brush up on skills I needed to succeed within State Farm.