Purpose Statement: To commission subject matter experts (SME) to serve as consultants and contributors, and tree workers to test and provide critical review of ISA educational courses and materials.

Structure
Criteria
SME
☐ At least 10 years of experience in the field of Arboriculture.
☐ Trainers, authors are encouraged to apply.
☐ Arborist certifications.
and/or
☐ Masters or PhD in Arboriculture field.
Reviewer
☐ At least one year of experience as a tree worker.

Selection
Experience and expertise will be matched with the appropriate ISA EPA Projects as needed.
☐ SME: Complete application: https://goo.gl/forms/8KwUggTm7iXcuTUt2
☐ Reviewers: Contact Tinitia Price at: tprice@isa-arbor.com or (217) 531-2864

Terms of Office
☐ Terms differ according to the project and will be provided and agreed upon before the project begins.

Duties and Responsibilities
SME Responsibilities
☐ Articulate balanced, research-based practices and core knowledge related to the international arboriculture audience.
☐ Make decisions on which subject matter, including facts and procedures, will help learners achieve the desired learning outcome.
☐ Help define learning objectives.
☐ Provide information for course development.
☐ Identify likely scenarios.
☐ Validate and refine course material.
☐ Review course content for technical accuracy.
☐ Communicate the best way to leverage subject matter for use in lesson content, activities, case studies, and review questions.
☐ Provide course content in a timely manner to help the instructional design team manage workloads effectively and according to predetermined timelines.
☐ Grant time for two-way interaction with the instructional design team to aid in course planning, content development, prototype review, and course testing throughout the development process.

Reviewer Responsibilities
☐ Attend reviewer orientations/ sessions.
☐ Provide feedback as requested according to predetermined timelines.

Meetings
☐ The Project development meetings will be schedule by the SME and EPS Instructional Design Team.

ISA Staff Administrative Responsibilities
☐ Create engaging learning activities and compelling course content that enhances retention and knowledge transfer.
☐ Work with subject matter experts and identify target audience’s training needs.
☐ State instructional end goals and create content that matches them.
☐ Visualize instructional graphics, the user interface and the finished product.
☐ Conduct instructional research and analysis on learners and contexts
☐ Apply tested instructional design theories, practice and methods.
☐ Provide exercises and activities that enhance the learning process.
☐ Create supporting material/media (audio, video, simulations, role plays, games etc.).
☐ Decide on the criteria used to judge learner’s performance and develop assessment instruments.
☐ Maintain project documentation and course folders.
☐ Develop content received from SMEs into learner – friendly, interactive lessons, activities, and assessments.