



NEEDS ANALYSIS

Palos Verdes Music Academy

NEEDS ANALYSIS

BY:

PROJECT TITLE:

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PROJECT OVERVIEW

Project Title and Description

What is the title and description of the project?

Title: Practice That Keeps Students

This is an eLearning course that will be presented from two perspectives. One from the franchise owner perspective. The other from the music instructor's perspective.

Overarching Goals and Objectives

A. What are the business goals?

The key to a thriving music lessons business is the addition of new students while retaining the existing student headcount. PVMA has a proven track record of retaining students through tangible and observable progress toward their musical goals. As the company enters this new phase of growth through franchising, that track record must extend to the new locations in order to increase profitability at both the franchise and company levels.

B. What is the overall instructional goal of the project?

The goal of this project is to train new franchise owners and music instructors in the PVMA Structured Practice Protocol. This has been used with the company sites since Day 1 and has proven to be effective in maximizing student retention through steady progress toward musical goals.

PROJECT OVERVIEW (cont.)

Deliverables and Details

A. What deliverables will be created?

Two courses will be created with the same content. One will address the Structured Practice Protocol as it impacts a franchise owner. The other will introduce the protocol from the perspective of a music instructor working with a student.

B. Details related to the deliverables (technical requirements, delivery method, etc.)

Client uses TalentLMS.
Articulate Storyline files will be delivered to principal contact at PVMA via secure Google Drive transfer upon successful QA process and acceptance of final version.

Potential Options

Are there features or approaches you would like to see integrated, if appropriate?

For the owner-oriented course, the content will be scenario-based, but assessed through multiple choice questions.

For the instructor-oriented course, a branching scenario will be used.

Can the practice plan be integrated into the StudioSync system? Having the practice plan available online for convenient access could be useful in keeping students on task.

PROJECT OVERVIEW (cont.)

Larger Picture

A. On-demand training: how does this resource fit into the broader learning ecosystem?

The resource is part of the new L&D initiative tied to the company's expansion into franchising. THLD has recommended staffing guidelines for the future L&D team. THLD has further recommended the creation of multi-course learning paths in alignment with the training "buckets" PVMA has highlighted in the initial needs analysis. This particular resource will fit specifically in the onboarding learning track for new franchise owners and new instructor hires.

B. Supporting materials (e.g., presenter guide, participant guide, job aid)?

THLD will create a one-page reference document that PVMA can provide to all owners and instructors via the distribution they feel is best.

THLD will consult with the StudioSync team to explore a possible digital version of the reference.

C. What is the future plan for this framework or these resources?

THLD recommends a monthly review of course completion data for the first year. After which, PVMA may opt to review on a quarterly basis if they so choose. Data from the reviews will inform future edits.

When considering the larger framework, both the owner and instructor-facing versions of this course will become foundational to the larger onboarding and orientation plans for both roles.

Influencing Factors

What factors besides training impact learner performance?

Many of the musicians who will be considered for teaching roles will have years of successful music studio experience. They could be highly resistant to PVMA's expectations, let alone training. It will be critical that franchise owners and lead instructors understand the importance of hiring the right teaching staff. Openness to coaching and learning new approaches should be non-negotiable in hiring an instructor candidate.

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AUDIENCE OVERVIEW

Who is the audience? Describe the average learner in detail.

Both franchise owners and instructors will be established musicians with a successful track record in teaching musicians of all ages and skill levels. Franchise owners will have prior experience as music instructors, whether that is at PVMA, another music lessons organization, or a private studio.

The audience is highly proficient musically, pedagogically, and relationally. Where they will struggle is with the adaptation necessary to learn new ways of teaching and running a business. The “PVMA Way” is in place to ensure that the new franchises meet the same standard of excellence that the original company locations have established and maintained for years.

How many people are in the audience and where are they located?

This initiative is driven by a large scale national expansion via franchising. Conservative estimates for fiscal year 2026-27 expect a minimum of 10 new franchises nationally. Based on the program tier selected, each site will consist of, at minimum: owner, lead instructor, desk staff (2), instructors (10).

Are they already familiar with any aspects of the content? If so, what?

The audience consists of seasoned musicians who understand music theory, performance, pedagogy, culture building, and relational dynamics. The competency levels of each skill will vary by musician. It will therefore be essential to tie all content to prior knowledge in music.

Are their needs roughly the same or are they very different?

90% of franchise owners will be entering into business for the first time. Standard business terminology and practices may not be familiar. Content for new owners must tap into their prior knowledge of music and education to bridge the gaps. They will often struggle with the role of owner vs. music instructor. The lead instructor role will be crucial in helping them let go of the educational side to focus on the business side.

Instructors will be well-versed in musical pedagogy and have a track record of success teaching. They may struggle with embracing a standardized approach and will need to be educated and supported in the transition.

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TEAM OVERVIEW

Project Roles

Project Manager:

Tim Hill

Instructional Designer:

Tim Hill

Course Builder(s):

Tim Hill

Subject Matter Experts

Process/content owner (handbook):

Todd Holdsworth

Recommended SME trainer contact:

Sean Burton

Recommended SME principal contact:

Carlos Montes

Recommended SME teacher contact:

Maya Robinson

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RESOURCES

Ramp-Up Resources

A. Printed and training materials available for project familiarization:

B. Presentation materials (decks, demos, sample outputs):

Production Tools

A. Software (authoring tools, design tools, LMS):

Articulate Storyline. Canva. TalentLMS. Animaker (or Vyond). Camtasia. AI Voiceover (Audiate/ElevenLabs/WellSaid). Project management software (Asana).

B. Existing media resources (brand assets, images, audio):

PVMA has provided the company logo with variants, the proprietary color palette, typekits, scripts for the voiceover files, and an outline of the structured practice protocol. Video of current instructors has been provided for the instructor-facing version.

C. Resources that need to be created:

PVMA has requested that AI generated images be created in lieu of actual photographs of current locations and employees. They have also requested that THLD create a new one-pager for the job aid.

Desired Resources

What resources would you like for this project that do not yet exist?

N/A

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RECOMMENDED NEXT STEPS

Proposed next steps based on the analysis of project needs.

1. Meet with SME's to review content and isolate the key points for learners.
2. Draft the storyboard and secure approval.
3. Create Beta version of the owner-facing course for QA. Make revisions.
4. Create Alpha version of the owner-facing course for QA. Make revisions.
5. Get approval for Gold version of the owner-facing course for QA. Set release date with PVMA.
6. Upon approval and release of the owner facing version, work will begin on the instructor-facing version.