CHARTERED
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED EDUCATION LEADER IN LEARNING ANALYTICS AND AI INSTRUCTIONAL DESIGN ™

C E L A ™

Fully Accredited By:

Chartered Institute of Professional Certifications

CPD Certification Service

CELA™
CERTIFIED EDUCATION LEADER IN LEARNING ANALYTICS AND AI INSTRUCTIONAL DESIGN™

PROGRAM OVERVIEW

Research shows that institutions adopting learning analytics can achieve up to **23% higher retention rates and a 30% increase in learner satisfaction, while predictive analytics may cut dropout risks by as much as 40%**. Yet despite this promise, recent studies highlight a troubling gap: although 85% of educational institutions acknowledge the potential of data-driven strategies, fewer than 30% manage to implement learning analytics and AI effectively.

This certified program is designed to empower education leaders with the specialized knowledge and practical skills needed to successfully implement learning analytics, AI tools, and data-driven instructional design within their institutions. Participants will explore essential domains including **data literacy fundamentals, ethical frameworks for educational data use, analytics infrastructure planning, and change management strategies for technology adoption**. Through case-based learning and hands-on applications, this program ensures you develop proficiency in selecting **appropriate learning analytics tools, interpreting educational data patterns, designing data-informed interventions**, and creating sustainable implementation roadmaps tailored to your institutional context. This comprehensive training will enable you to transform overwhelming educational data into actionable insights that drive meaningful improvements in teaching practice and student achievement.

Throughout the program, you will also examine critical topics including **predictive analytics for early intervention, AI-enhanced personalized learning pathways, and scalable approaches to institutional data culture development**. You will learn how to

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PROGRAM OVERVIEW

evaluate analytics platforms for pedagogical alignment, integrate multiple data sources for comprehensive student insights, and implement continuous improvement cycles driven by quantitative and qualitative data. Additionally, you will gain the ability to **overcome common implementation barriers, develop effective professional development models for technology adoption, and establish metrics** that meaningfully demonstrate the educational impact of your analytics initiatives.

Upon successful completion of the program, you will earn the **Certified Education Leader in Learning Analytics and AI Instructional Design (CELA™) designation**. This designation will validate your expertise in leveraging data and AI technologies to transform educational practices and demonstrate your capacity to bridge technological possibilities with pedagogical realities. Globally demanded and recognized, the certification holds lifelong validity and serves as a powerful testament to your leadership, innovation, and commitment to excellence in education.

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KEY SKILLS YOU WILL GAIN
From This Program

LEARNING ANALYTICS
INSTRUCTIONAL DESIGN
EDUCATIONAL DATA MINING
ADAPTIVE LEARNING

PERSONALIZED LEARNING
ARTIFICIAL INTELLIGENCE (AI) IN EDUCATION
DATA-DRIVEN DECISION MAKING
LEARNING MANAGEMENT SYSTEMS (LMS)

EXPERIENCE API (XAPI)
CLICKSTREAM ANALYSIS
FORMATIVE ASSESSMENT
PREDICTIVE ANALYTICS

LEARNING EXPERIENCE DESIGN (LXD)
UNIVERSAL DESIGN FOR LEARNING (UDL)
SELF-REGULATED LEARNING (SRL)
BACKWARD DESIGN
CURRICULUM DEVELOPMENT

LEARNING PATHWAYS
MICROLEARNING

Dr. Kelsey Losenno

Leading Expert in Learning Analytics and Instructional Design

Dr. Kelsey Losenno is a distinguished learning scientist and instructional design expert with over a decade of experience spanning higher education, EdTech, and corporate learning environments. As an established **Lecturer and learning experience designer at McGill University, she has developed and delivered graduate-level programs in instructional design, with a strong focus on digital pedagogy, learning analytics**, **and adult learning theory**. Her approach combines data-driven methodologies with research-based instructional frameworks, and she has successfully led large-scale, government-funded education initiatives aimed at improving learning outcomes and instructional quality.

A recognized leader in the fields of instructional design, learning analytics, and AI, Dr. Losenno has **authored more than 20 peer-reviewed academic publications and is widely regarded for her ability to translate complex research into actionable, high-impact training strategies**. She has worked with global EdTech firms and academic institutions to **implement AI-enabled feedback systems, refine digital learning platforms, and develop scalable, adaptive learning solutions**. A recipient of the prestigious ThinkSwiss Award, Dr. Losenno is known for her strategic, systems-level perspective, enabling educators and organizations to create ethical, personalized, and results-oriented learning experiences.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before

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Pfizer
Life is our life's work

Nestle

PROGRAM AGENDA

CELA™
CERTIFIED EDUCATION
LEADER IN LEARNING
ANALYTICS AND AI
INSTRUCTIONAL
DESIGN™

MODULE 1 - THE EVOLVING ROLE OF DATA IN INSTRUCTIONAL DESIGN

- The shift from content-driven to data-informed design
- L&D trends shaped by data and analytics
- Case study: McKinsey's future skills report

MODULE 2 - LEARNING ANALYTICS & AI — CONCEPTS, TOOLS, AND TRENDS

- Types of learning analytics (descriptive to prescriptive)
- AI's role in adaptive learning and personalization
- Case studies: IBM Watson, Duolingo, Knewton

MODULE 3 - FRAMEWORKS FOR DATA-INFORMED DESIGN

- Backward design, SRL, and UDL as data-aligned frameworks
- Choosing the right design model for data integration
- Case studies: LinkedIn, McKinsey, Salesforce

MODULE 4 - COLLECTING, CLEANING, AND INTERPRETING LEARNING DATA

- Sources of learner data (LMS, xAPI, clickstream, survey, etc.)

- Data cleaning basics: Formatting, filtering, and validation
- Case study: Knewton

MODULE 5 - PREDICTIVE ANALYTICS FOR EARLY INTERVENTION

- Identifying at-risk learners using predictive models
- Designing data-informed supports and nudges
- Case studies: UNC Chapel Hill, Future Learn

MODULE 6 - DESIGNING ADAPTIVE & PERSONALIZED LEARNING PATHS

- Adaptive pathways and microlearning
- Data triggers for content branching
- Case studies: UNC Chapel Hill, LinkedIn, IBM Watson

MODULE 7 - AI-DRIVEN FEEDBACK AND ASSESSMENT

- Real-time, personalized feedback using AI
- Shifting from summative to formative assessment
- Case studies: Duolingo, Salesforce

MODULE 8 - ALIGNING DESIGN WITH LEARNER METRICS

- Goal-activity-alignment (GAA) model

PROGRAM AGENDA

- Mapping KPIs to learning goals
- Case study: EverFi (SEL analytics)

MODULE 9 - ETHICAL CONSIDERATIONS IN LEARNING ANALYTICS AND AI

- Transparency, bias, privacy in AI-powered EdTech
- Equity and accessibility in data-driven instruction
- Case studies: MIT Moral Machine, UNESCO

MODULE 10 - STRATEGY LAB & CAPSTONE

- Reflect on key concepts via collaborative synthesis
- Develop an actionable roadmap for implementation

YOUR CHARTER DESIGNATION

By the vested power in the Board of Governors of Chartered Institute of Professional Certifications, the Advisory Board, Faculty and Curriculum Committee, do hereby certify

Juliana Silva

Has Been Conferred the Designation of

Certified Education Leader in Learning Analytics and AI Instructional Design™

CELA™

Has satisfied all the examination and experience requirements, and is duly admitted and licensed to use this charter, board certificate, and membership credentials
And has committed to abide by the membership declaration of ethics, rules of professional conduct and continuing education requirements as a member of Chartered Institute of Professional Certifications

Chair of the Board

Director

Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs.

Upon successfully attending this program, you will be awarded with the **Certified Education Leader in Learning Analytics and AI Instructional Design (CELA™) designation** that can be used in your resume, CV and other professional credentials. This certification is industry-recognized with lifelong validity.

Globally recognized and highly regarded, this certification will elevate your professional credentials and validate your expertise in applying learning analytics, AI, and innovative instructional design frameworks to drive measurable educational outcomes. Developed by the **Chartered Institute of Professional Certifications**, this program has been independently accredited by the **CPD Certification Service**, ensuring it meets the highest standards of continuing professional development principles.

ABOUT US

49,525 Business Leaders Have Attained Their Chartered Certifications Since 2009

390 Certified and Fully Accredited Programs

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Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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CONTACT US TODAY

We Thank You for Your Ongoing Support of Our Programs

Singapore and Asia Pacific Enquiries

Email: advisor@charteredcertifications.com
Phone: +65 6716 9980
Address: Chartered Institute of Professional Certifications
             1 Gateway Drive
             #20-04 Westgate Tower
             Singapore 608531

Australia and New Zealand Enquiries

Email: advisor@charteredcertifications.com
Phone: +61 3 9909 7310
Address: Chartered Institute of Professional Certifications
             530 Little Collins Street, Level 1
             Melbourne VIC 3000, Australia

UK, Europe and Middle East Enquiries

Email: advisor@charteredcertifications.com
Phone: +44 (020) 335 57898
Address: Chartered Institute of Professional Certifications
             86-90 Paul Street
             London, EC2A 4NE

USA Enquiries

Email: advisor@charteredcertifications.com
Phone: +1 888 745 8875
Address: Chartered Institute of Professional Certifications
             99 Wall Street #3936
             New York, NY 10005