

# LEARNING Bridges

September / October  
2009

The Newsletter for ASTD  
Northeast Florida Chapter

[www.astdnefl.org](http://www.astdnefl.org)

## Chapter Information

### Mission

ASTD Northeast Florida Chapter is a resource organization committed to providing learning and performance solutions to chapter members, training professionals, and the community.

### Vision

ASTD Northeast Florida Chapter is the leading organization for professional training resources, having positive impact on our members and the community.

### Leadership Team

For names and contact information, go to  
<http://www.astdnefl.org/Default.aspx?pageId=143146>.

### Core Values



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## President's Message, Sharon Kimble

Greetings, ASTD NEFL members and friends! I must say that we have accomplished a lot in the last few months with plans to finish the calendar year with some great events.

At the September 17 luncheon meeting, members voted to accept a new **Board of Directors for 2010** and approved some needed **changes to the Bylaws** that included changing the renewal term for board members to two terms and revising the language on board voting outside of a Board meeting to allow secure electronic mediums in addition to e-mail.

The Board spent time last month using **the online Forum available on our website** to hold online discussions, which assisted us in making a decision to add a Board position for next year. I must say, once we got everything working and we were all clear on how to use the tool, it was a fabulous way to share our thoughts and ideas. We communicate so much by email and often messages get lost or read out of order; using the Discussion Board drastically reduced those issues. If you have discussion boards at your place of work or other organization and aren't using them, I encourage you to jump in and try it. It really worked well for us!

By the time you see this newsletter, registration for the **Training on Trial workshop** will have come and gone. I hope you were able to attend. A big THANK YOU to **Ronnell Lovings**, VP of Professional Development, **Derree Braswell**, President Elect and the **members of the committee** that put this event together, along with our sponsors and partners. It all seems effortless, but there is a lot that goes on behind the scenes to host a workshop like this.

It is our goal as a chapter to continue to bring in well-known speakers on relevant, timely topics. **Wendy Pope**, VP of Programs, is building the schedule of programs for 2010 and there are some fantastic topics next year! We hope to bring you a variety of formats to meet the ever present scheduling challenges our members face between work, family, and other events, and hopefully we can also find ways to reduce the cost of events. As you'll see in the survey results that are coming out soon, our members want that and it's something on which we are working.

On that same note, we appreciate all of our speakers who give their knowledge and expertise to us at a reduced rate and sometimes just for the joy of sharing with us. We've been able to continue monthly luncheon meetings, eSIG meetings, and even kick off a new program, the Career Management SIG, in spite of the economic downturn. Much of that is due to the **commitment by our speakers and members** to continue to pursue excellence in workplace learning and performance by developing themselves and other professionals in this industry. My hat is off to all of you.

I look forward to the next few months and to the coming year. Those new board members are going to need your support, ideas, and time so I encourage you to **get involved and get connected**. Make the most of your membership by serving on a committee, helping with a project, and/or speaking at an event. It's a great way to get to know people, and this is a great group of people to get to know.

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## Upcoming Events



### Training on Trial: How Workplace Learning Must Reinvent Itself to Remain Relevant Workshop

October 8, 2009 – 8 a.m. to 1 p.m. – UNF University Center

Presenter, Wendy Kirkpatrick of Kirkpatrick Partners, LLC

Click here for more information and to register -

<http://www.astdnefl.org/events?eventId=59431&EventViewMode=EventDetails>

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## e-Learning Spotlight, by Adrienne Herndon

### Virtual Worlds

Virtual worlds are not one in the same. They exist in all shapes and sizes—as well as price ranges. Although Second Life often comes to mind at the mention of virtual worlds, it stands as just one example of over a hundred possibilities.

One of the first defining characteristics of virtual worlds is the way in which they differ from traditional simulations. A virtual world provides a platform for multiple learners to interact together whereas a simulation provides an environment for a single learner. Although in essence a virtual world simulates a live environment, more descriptive terms exist.

**MMORPG**—Massively Multiplayer Online Role Play Game: Players

E-Learning

assume the role of a character unlike real life, such as wizards or magicians. Multiple players use special powers to work towards a common goal inherent to the virtual environment. For example: World of Warcraft

**Metaverse**—Similar to a MMORPG however the players create a unique avatar instead of selecting a predefined role. Additionally players create their own goals instead of working together to solve a predetermined goal. For example: Second Life

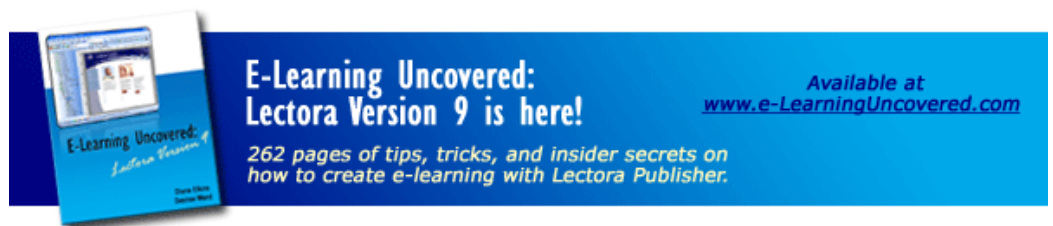
**MMOLE**—Massively Multilearner Online Learning Environment: A combination of a MMORPG and metaverse created with the specific objective of achieving learning goals. Includes both formal and informal learning opportunities. For example: ProtoSphere

Now that we have the terms defined, curious on how to develop content in a virtual world? Join us for this month’s eSIG.

**October 13<sup>th</sup> – 7:45 a.m. at Everbank (8100 Nations Way, Jacksonville, FL) - Learning Design in Second Life** presented by Dr. Sue Ebbers. You will walk away with the following:

- A better understanding of how Second Life is and can be used for workplace-related learning.
- A visual portrayal of some workplace learning-related events in Second Life.
- A better understanding, along with some visuals, of the kinds of interactive learning that can be accomplished in Second Life.
- The kinds of skills required to generate an effective learning intervention within Second Life.
- Ways to find contractors who can work in Second Life to develop the learning events you design.

Click [here](#) to post your questions for our presenter. Click [here](#) to register.




**Upcoming Training for eLearning Development Tools:**

Flash CS4 Foundation	10/29 – 10/30; 11/12 – 11/13; 12/17 – 12/18	Sun Tech 3 Click <a href="#">here</a> for more info.
Dreamweaver Foundation	10/26 – 10/28; 11/9 – 11/11; 12/14 – 12/16	Sun Tech 3 Click <a href="#">here</a> for more info.
Captivate Complete	10/5 – 10/9;	Sun Tech 3

	11/2 – 11/6; 12/7 – 12/11	Click <a href="#">here</a> for more info.
Captivate Scriptwriting & Production Workshop	10/5; 11/2; 12/7	Sun Tech 3 Click <a href="#">here</a> for more info.
Captivate 4 Foundation	10/6 - 10/7; 11/3 - 11/4; 12/8 - 12/9	Sun Tech 3 Click <a href="#">here</a> for more info.
Captivate Advanced	10/8 - 10/9; 11/5 – 11/6; 12/10 – 12/11	Sun Tech 3 Click <a href="#">here</a> for more info.
Dreamweaver CS3	11/4	New Horizons Click <a href="#">here</a> for more info.
Dreamweaver Basic	10/9; 11/16	Florida State College at Jax Click <a href="#">here</a> for more info.
Dreamweaver Advanced	10/5; 10/23; 10/30	Florida State College at Jax Click <a href="#">here</a> for more info.
Flash Basic	10/1	Florida State College at Jax Click <a href="#">here</a> for more info.
Flash Advanced	11/3	Florida State College at Jax Click <a href="#">here</a> for more info.

Remember, if you're new to eLearning, check out [Learning Circuits](#), your ASTD source for eLearning.

**FREE eSIG meetings are just one of your chapter member benefits. Click [here](#) to learn more and become a chapter member!**

	Articulate Studio	Jacksonville, FL	Alexandria, VA
	Lectora Publisher	Oct 5 & 6	Oct 6 & 7
	Adobe Captivate	Oct 12 & 13	Oct 19 & 20
		Oct 26 & 27	Oct 29 & 30

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## 9th Annual Excellence in Employee Development Awards

Please join us as we recognize outstanding achievement in the areas of training and employee development. The deadline to submit a nomination is November 9, 2009.

Don't miss this opportunity to:

- Honor the award winners
- Showcase your business
- Network with your colleagues

- Get great training and employee development ideas for the coming year

Don't miss this opportunity to nominate individuals, teams and organizations from North Florida whose outstanding achievements have significantly advanced workplace performance.

### **Nomination categories:**

- Excellence in Employee Development
- Excellence in Program Design
- Excellence in Learning Partnerships
- Trainer Excellence
- Excellence in Measuring & Evaluating
- Excellence in E-learning
- Excellence in Blended Learning
- Excellence in Leadership Training (new)
- Excellence in Coaching & mentoring (new)
- Excellence in Program Improvement (new)

Entry forms and rules are located on line at [www.ce.unf.edu](http://www.ce.unf.edu) , click on Conferences

### **Keynote:**



The most courageous leaders look to Michael Staver for the inspiration and strategies they need to fight the battles they face. With his talent and training programs he can help every member of your team achieve amazing results. With a master's degree in counseling psychology and a bachelor's degree in business administration, he understands the importance of results and can assist your organization in the successful pursuit of its objectives.

Michael's commitment is clear. His message is centered on his fundamental belief that each person and every organization has the potential to achieve outstanding results. He has the uncanny ability makes most complex ideas simple and memorable. His sense of humor, depth of knowledge, and caring attitude, will keep you engaged from start to finish.

Michael is a published author, appeared in numerous new media outlets, such as, *Business Week*, *The Washington Post*, *Fox News Channel* and several more. Samplings of his clients are: The Cleveland Clinic, The Mayo Clinic, CUNA Mutual Group, AT&T, Cisco Systems, Inc. and many more.

### **Program details:**

**Date:** December 9, 2009

**Fee:** \$59 or a table of eight: \$413 (save \$59)

**Registration:** 11:00 a.m. – 11:30 a.m.

**Program Time:** 11:30 a.m. - 1:30 p.m.

**Location:** UNF University Center

**Register by:** calling 904.620.4200 or online at [www.ce.unf.edu](http://www.ce.unf.edu)

Sponsorship and exhibitor opportunities are available.

Contact: Margaret Hardy: [mhardy@unf.edu](mailto:mhardy@unf.edu) or 904-620-4270

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### Employee Learning Week, by Ronnell Lovings

Organizations must have a highly skilled and knowledgeable workforce in order to grow and compete in today's global economy. The knowledge and skills of our workforce are the keys to growing and sustaining a competitive advantage. Therefore, it's important that the business leaders ensure the skills of its employees are aligned to critical business needs. Employees must continue to learn, acquire new knowledge, and develop their skills to be effective contributors to the organization.

The American Society for Training & Development (ASTD) has declared December 7-11, 2009 as Employee Learning Week. This is an opportunity for organizations to increase awareness about the strategic value of learning and showcase the important link between developing employees' skills and achieving organizational results.

ASTD of Northeast Florida encourages its members to celebrate the national event and share their ideas for celebration. To share your ideas, log on to our website , go to the Forum, and post a response to the Employee Learning Week topic. We'll publish your ideas in our monthly newsletter!

By participating in the campaign, your chapter or organization can shine the spotlight on the value of employee learning and the important connection between training and achieving business success.

Below are several ideas that your organization can do to celebrate the week:

- Emphasize the importance of learning throughout your organization by:
  - Creating a display and posting it in each department with facts about training and how it can increase each person's value to the organization
  - Sending reminders about using your organization's e-

- learning programs or online education systems.
  - Encouraging employees to “Learn Something New” this week – job shadow with a co-worker in a completely different department, take a class over the internet, volunteer to facilitate a “lunch n learn session on current trends in your industry
- Emphasize the learning function’s ability to impact corporate performance by:
    - Focusing on what impacts the bottom line and is business crucial
    - Displaying a direct cause-and-effect relationship between learning initiatives and business results.

We encourage all organizations to build a highly skilled workforce. Use **Employee Learning Week**, December 7-11, 2009, as an opportunity to showcase how your company is achieving results through learning.

## Career Management Special Interest Group (CMSIG)

**Membership has its benefits!** The newest Special Interest Group is for members only!

### Are you a chapter member who . . .

- had your employment impacted and wants to continue in the training & development field?
- is transitioning into the Training and Development field?
- is already in Training and Development field and wants to enter a different aspect of the T&D field?
- seeks to manage your own career internally and externally of your organization?

**If you answered “yes” to any of the questions above, join the Career Management Special Interest Group!** For more information, contact Ronnell Lovings: 904-905-5048 or Marilyn Feldstein 904-443-0059.

Save the dates for upcoming CMSIG meetings at Landstar Office Building (13410 Sutton Park Drive South. Jacksonville) from 6 to 7 p.m.

- Thursday, October 29
- Thursday, November 12
- Thursday, December 17

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## ASTD NEFL Membership and Member Involvement

Looking for Chapter Ambassadors

Our chapter is looking for Chapter Ambassadors to meet and greet members and guests at our monthly meetings. Tasks of the role will include identifying guests and introducing them to members, welcoming and thanking new members, collecting feedback, making introductions, generating interest in the Chapter, and answering questions.

If you are interested in becoming a Chapter Ambassador, please contact Pam Yoder ([pam\\_yoder@hotmail.com](mailto:pam_yoder@hotmail.com)) or Sue Raffensperger([smraff@comcast.net](mailto:smraff@comcast.net)).

### **The Programs Committee Needs Your Help**

The Programs Committee is recruiting members to assist in all aspects of programs. Two specific needs are: a volunteer to assist with A/V setup at meetings and a volunteer to submit a programs-related newsletter article each month. If you are interested or would like more information, please contact Wendy Pope at [programs@astdnefl.org](mailto:programs@astdnefl.org)

### **Membership**

Become a local or national ASTD member, or renew your membership, by clicking this link -

<http://www.astdnefl.org/Default.aspx?pageId=143142>

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### **Member Milestones**



*Do you have a milestone you'd like to share? Send the details to [editor@astdnefl.org](mailto:editor@astdnefl.org).*

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### **ASTD Certification**



## Professional Development Opportunity – Become a CPLP!

The ASTD Certification *Institute's Certified Professional in Learning and Performance Certification (CPLP)* equips you with the tools to be the best in the field and lets employers know that you have real world, practical expertise that can be readily applied to the current work environment. CPLP gives you the capability, credibility and confidence to be a high performing contributor in your organization. Be one of the best — Become a CPLP!

The ASTD Certification Institute built the Certified Professional in Learning and Performance (CPLP) credential to provide a way for workplace learning and performance professionals to prove their value to employers and to be confident about their knowledge of the field.

To learn more about the CPLP and what it can do for you and your organization, read [CPLP Fast Facts](#).

The NEFL ASTD Chapter will host an information session with local CPLPs available to answer your questions on **Wednesday, October 28, 2009 from 8 to 10:30 a.m.** at EverBank, 8100 Nations Way, Jacksonville, Corporate Training Room.

For additional information, contact Ida Gropper (904)620-1707

Online registration: [CPLP Awareness Session](#)

### Resources for CPLP

- ASTD CPLP website  
<http://www.astd.org/content/ASTDcertification/>
- Yahoo Group NEFL\_CPLP
- Owls Ledge <http://www.cplpstudyprep.com/>
- Study Groups upon request
- Or contact Ronnell Lovings, VP of Professional Development - [professionaldevelopment@astdnefl.org](mailto:professionaldevelopment@astdnefl.org)

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Support Your Chapter



## ASTD Chapter Incentive Program (CHIP)

Support the ASTD Northeast Florida chapter! When you renew your national membership, buy a book, or register for a national conference, just use our chapter source code, and our chapter earns a revenue share. Type our chapter source code into the box at Checkout. If you have a paper order form, write the chapter source code on it. **The chapter source code for the Northeast Florida Chapter is CH9036.**

## Amazon.com Affiliates Program

ASTD NEFL recently became an affiliate with Amazon.com! We need your help! If you would like to assist in creating the online store and working with the web development team to create the links to Amazon.com, please contact Sharon Kimble at (904) 244-9894 or [president@astdnefl.com](mailto:president@astdnefl.com).

Our chapter can earn up to a 15% return for all materials purchased via this affiliation! What a great way to fund our programs!!

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## From ASTD National



ASTD offers key certificate and workshops programs to focus your professional development. Visit the ASTD National website for information on upcoming programs.

<http://www.astd.org/content/education/certificatePrograms/>

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## Sponsorship Program Benefits



**Did you know . . .** You can purchase a newsletter advertisement for as little as \$25?

Contact Sharon Kimble to discuss a wide range of sponsorship opportunities that are available at [sponsorships@astdnefl.com](mailto:sponsorships@astdnefl.com) or 904-244-9894.

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## Our Information about You and How We Use It, Paul Stromberg



You should know that **we do not sell, rent, or share your listing** with any other organization. The sole exception to this policy is that, as a co-sponsor of the event, we facilitate the University of North Florida's once a year mailing about the Excellence Awards.

Next time you visit the ASTD-NEFL website at [www.astdnefl.org](http://www.astdnefl.org), and from time to time thereafter, please click, **View Profile** in the logon area and make sure your information is up to date. You can make any necessary changes in your data and you can also subscribe to or unsubscribe from event reminders and other chapter news.

It is **especially important** that you enter an alternate e-mail address or at least one phone number. This is your own personal "recovery plan." Companies change their filtering policies every day, people move to other positions, and sometimes members stop getting the messages and invitations to which they've subscribed. When we receive a notification that a message to you has bounced back as undeliverable, we send a short alert to your alternate address. Many people have thanked us for informing them of a problem affecting their inbound mail.

Having up-to-date information in your profile not only helps us **maintain contact** with you, it also allows us to **fill in most of the blanks for you** on event and membership registration pages and print **accurate name badges** when you attend events. If you are a chapter member, your listing in the **Membership Directory**, which is only viewable by other members, allows your colleagues to contact you for networking. In your profile, you can control what information is visible in your listing. Chapter members can also enter information for a **free listing in the Marketplace**, which can be seen by all visitors to the website. After completing your information, please email [webmaster@astdnefl.org](mailto:webmaster@astdnefl.org) to tell us your listing is ready to be posted.

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