

LEARNING Bridges

December 2009

The Newsletter for ASTD
Northeast Florida Chapter

www.astdnefl.org

Celebrating Our 35th Year!!!

Chapter Information



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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



Well folks, this is my last article as President. My how time has flown! I am very much looking forward to next year as Past President and to staying on the Board of Directors with such a wonderful group of people. I predict that we are going to see even better programs, more member involvement, and other events that will clearly add value to you as members.

We are in the process of further defining membership categories other than Individual and Gold membership. For example, we have identified a greater need to make students in workplace learning, human resources development, training and development, and education aware of our wonderful professional organization and to engage them as members by encouraging a more robust **Student Membership**.

If you would like to spearhead this initiative or would like to be part of the committee to create a strategy for bringing ASTD to area colleges with programs that would benefit from ASTD membership, please contact me at president@astdnefl.org or Sue Raffensperger at membership@astdnefl.org.

One of the best things to happen in our industry is the **ASTD Competency Model** and corresponding **Certified Professional in Learning and Performance Certification (CPLP)**. We've got a real champion for the CPLP on board in **Ida Gropper**, 2010 VP of Professional Development. Ida has been assisting **Ronnell Lovings**, this year's VP of Professional Development, with CPLP Awareness workshops and meetings all year long, and I expect great things from this effort next year.

If you haven't been paying much attention to this certification or would like to know more, visit the CPLP pages on the ASTD National website (<http://www.astd.org/content/ASTDcertification/>) for detailed information including a webcast, study materials, and even a sample assessment.

ASTD NEFL chapter leaders decided a few years ago to assist our members in obtaining their CPLP certification, which is why we've offered the awareness sessions these past few years. In the future, we're prepared to take that assistance even farther with study groups, materials, and we're working on a scholarship program that will help cover the costs of the certification. In addition, next year the entire Programs team will be working to more closely align our events and programs with the ASTD Competency Model. I hope you will take advantage of this

excellent strategy to prepare yourself for the CPLP certification. CPLP certification is something I'm going to pursue in 2010, and I hope to see many of you on that journey with me.

One area of the ASTD Competency Model we've all been watching for a while now (since Jack Phillip's work on Level 5 – ROI) is **Measuring & Evaluating Training**. Although many of us have become skilled at designing and using metrics for learning initiatives, we often struggle with workplace learning as it relates to dollars and the bottom line in our organizations. Let's admit it: we're training professionals, not finance people. (Trust me, learning how to read and manage the chapter budget has been a huge learning curve for me this year.

Thank goodness I've had **Bryan Huffman** and **Paul Stromberg** to help and guide me with their strong skills in finance.) ASTD NEFL leaders recognize that and want to help all of us in this area, so **Wendy Pope** has devised a solution with a fantastic program that is coming up in January. There will also be follow up workshops in February/March. I don't want to give it away, but let me tell you to keep a sharp eye on those email announcements for the upcoming January meeting.

I recognize that this has been a very challenging year for us all; an interesting one at least. As we wrap up 2009 and look to 2010, I hope you will continue to make ASTD NEFL chapter a part of your personal and professional development. Now is a great time to get involved in ASTD, or more involved, and you've got a great team to lead you next year.

I'd like to thank the **2009 Board of Directors, their committee members, and all of the members who have assisted us this year** with various programs and projects. The chapter really cannot do all of the things it's capable of without you and your unique talents. I value your time and commitment to your own development and to your profession.

I wish you all a happy holiday season and look forward to seeing you at upcoming events and meetings!

The logo for Global Presentations, LLC features a stylized globe icon to the left of the text. The text "GLOBAL PRESENTATIONS, LLC" is in a large, bold, dark red font. Below it, the words "content • capture • hosting" are written in a smaller, dark red font, separated by small red dots.

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Save the Dates – 2009/2010 Meetings!

- December 8 – eSIG – Free & Cool Tools Demonstration – EverBank, 7:45am*
- December 9 - 9th Annual Excellence in Employee Development Awards (held at UNF, 11:30 a.m.)
- January 12 – eSIG*
- January 21 – Monthly Meeting

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

Register for local events via the [NEFL chapter's event page](#).

Mayor Proclaims Employee Learning Week

ASTD NEFL is pleased to announce that Mayor Peyton will award a proclamation to our chapter in support of ASTD's 4th annual Employee Learning Week scheduled December 7 – 11, 2009.

Training is more important now than ever before. The growing skills gap and the increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce. Employee Learning Week is the perfect opportunity for your organization to get involved and highlight their commitment to learning and development.

Employee Learning Events can happen anywhere. Hold events in your office, plan a special off-site program, or send highlighted Employee Learning tips during the week. Let us know what you are doing so we can shine a spotlight!

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e-Learning Spotlight, by Adrienne Herndon



The price range for e-Learning development tools ranges from arm-and-leg to FREE! Yes—FREE!

Not only can you dabble with tools for free, they come in a wide range of categories.

<p>Synchronous e-learning</p> <ul style="list-style-type: none"> • Yuguu: screen sharing • dimdim: screen sharing • Freeconferencecall • Freeconference 	<p>Survey Tools</p> <ul style="list-style-type: none"> • Polldaddy • SurveyMonkey • LimeSurvey
<p>Graphics Editors</p> <ul style="list-style-type: none"> • Splashup • Picnik: effects 	<p>Audio Editors</p> <ul style="list-style-type: none"> • Audacity: PC and Mac • Wavepad: PC and Mac

<ul style="list-style-type: none"> • Gimp • Phoenix • Raven: vector editing • PhotoShop Express: photo editing 	<ul style="list-style-type: none"> • Wavosaur: windows • Reaper: multi-track
<p>Learning Management</p> <ul style="list-style-type: none"> • Moodle • Sakai • .learn 	<p>Screen Recorders</p> <ul style="list-style-type: none"> • Jing • CAM Studio • uTIPu • Wink • Salasaga
<p>Media Assets</p> <ul style="list-style-type: none"> • FreePlayMusic • Stock.Xchnng 	<p>Media Conversion</p> <ul style="list-style-type: none"> • Handbrake • Media Converter
<p>Web Development</p> <ul style="list-style-type: none"> • NVU • KompZer 	<p>Productivity Tools</p> <ul style="list-style-type: none"> • OpenOffice • NeoOffice • Dia • InfraRecorder • OpenProj • 7Zip
<p>Quiz Tools</p> <ul style="list-style-type: none"> • Qedoc 	<p>Course Development</p> <ul style="list-style-type: none"> • Udutu • Course Lab • VTS • SLC • eXe
<p>Animation Tools</p> <ul style="list-style-type: none"> • Scratch 	

Have you used any of these tools? Click [here](#) to join us for a discussion about free tools. Have you used additional free tools not on this list? Please add it to the discussion forum as well.

Interested in seeing what these tools in action? Join us **December 8th – 7:45 a.m. at Everbank (8100 Nations Way, Jacksonville, FL) – Free & Cool Tools**. Several free tools will be demonstrated including Moodle and Audacity!

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

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New Learners for the New Economy

by [Kirsten Olson](#) on August 27, 2009



If you aren't looking for work yourself, you know someone who is searching for a job, who just graduated, or is tuning up their skills so they don't get permanently furloughed or downsized. What qualities do you need as a learner to adapt to our new economy? What learning attributes do employers seek in the flatter, fragmented, and constantly changing workplace? Based on a book I just wrote, it's clear many of the ways we were taught to be learners in school are directly in contrast to the qualities we need in today's economy.

Below are twelve critical “habitudes” of learners in the new economy. These habits and attitudes are crucial to adapting to our new information-overload economy, thriving amidst constant change, and allowing you to enjoy your work more. Moving out of old learning ruts—ones that say learning is boring, or that someone else is in charge—will help you grow personally, expand your skills, and allow you to experience greater pleasure in your work. And seeing what you do as pleasure is perhaps the greatest asset you can bring to any potential employer.

New learners for the new economy...



New learners are highly adaptive.

1. **Are highly adaptive.** They are able to see where opportunity lies and network to it. Perhaps you were hired for program development, but that market is withering. As a new learner, you are strategically attuned to the signals your sector offers, and are able to grow your skills and experiences toward new opportunities. Where is opportunity right now in your sector? Where will it be in a year? If you're a job seeker, in interviews be ready to talk about how you adapted to workplace or educational change, and provide examples. Then, when you get that job, be that adaptive person you described.

2. **Ask great questions.** Powerful learners ask lots of questions. After that, they pause, and listen carefully and deeply to answers.

3. **Are curious about everything.** Folks who do not take advantage of new ways to understand their businesses or their work, through blogs, online newspapers, newsfeeds, wikis, Googlereaders, are missing important opportunities. Great learners are very self propelled and entrepreneurial about their learning, and have

lots of “learning projects” going all the time. Read avidly about your business or market sector. In fact, read avidly. As much as you can, whenever you can.

4. Have a broad knowledge base that they are always expanding. (See above.) Although many of us are pushed to specialize in our jobs, new learners for the new economy are also broad thinkers. They have interest in lots of different knowledge domains.



Are you good at seeing patterns in information?

5. Are good at seeing patterns. As you sort through mountains of information available all the time, what patterns do you see? What sources are reliable? Why? And how can you synthesize? One of your most valuable attributes as a new learner is your ability to “see” the underlying patterns in information, workflows, organizational crises, and synthesize. Look for ways you can organize and see patterns in information.

6. Are team players who share what they know willingly and generously. New learners for the new economy lead horizontally, through influence, not competitive moves, backstabbing, or out maneuvering others. As a learner this means not hoarding what you know, but offering up knowledge to others and collaborating around tough problems. You really are a better learner and thinker when you work with others, and your own influence only grows through right-spirited cooperation.

7. Are a glass-half-full resource managers. The *New York Times* recently reported that the University of Washington’s department of communications decided to eliminate landline telephones. “We found a way of saving money that doesn’t hurt the student experience, and I think everybody’s happy,” said the communications department chair. Landlines, the department concluded, were an old fashioned technology that weren’t needed anymore. Can you figure out how to survive—and thrive—on less? We are on the forefront of a massive shift in American life, where we consume less, own fewer things, and do more for ourselves. New learners for the new economy consume less, and manage resources very carefully, not just because it saves money, but because it is the right thing to do.



Great learners know every contact matters.

8. Understand that every contact matters. Great learners are tutored by everyone. From the man you give a dollar to on the street on the way to work, to the president of the company whom you meet in the elevator, every time you interact with another

human being you are learning. Every encounter is a learning moment. You embrace this.

9. Know that hierarchy doesn't matter. The old command and control ways of managing the world are being disrupted and disordered, even as this upsets folks who love hierarchy and the old rules. The new reality is influence comes from everywhere, and success and profitability can be found from virtually ANY position. Like #8 above, new learners for the new economy believe this and live it in their actions at work. If you answer phones, are you putting every bit of yourself into it? Are you learning all you can from every phone interaction? Every position matters; everything you do matters.

10. Are choiceful about how they socialize. Where are you linked in? How do you spend your time? Who influences what you think? Great learner-employees are choiceful about their social contacts and habits, because they know this affects their learning. Take your influences seriously.

11. Own mistakes and are error alchemists. New research tells us we actually learn more from our mistakes than our successes. Successful new learners are good at owning their mistakes, admitting errors, and fluent at figuring out what valuable lessons they contain. No matter how painful, practice seeing your screw ups as opportunities. Turn lead into gold.

12. See learning as pleasure. It is! There is almost nothing more exciting than the adventure of a new learning project. Live this adventure. This alone will make you a vital, energetic, standout employee.

Finally, here's the great thing. Probably almost everything you've been doing since you were a kid, playing online games, IMing, Facebooking, and Tweeting will help you be the employee you need to be. Enthusiastic, engaged, cooperative, self-propelled learners are now more than ever highly valued employees. They are the new learners we need. Enjoy.



Kirsten Olson

*Kirsten Olson is principal of Old Sow Consulting www.oldsowconsulting.org and author of *Wounded By School: Recapturing the Joy in Learning and Standing Up To Old School Culture*.*

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Career Management Special Interest Group (CMSIG)

Membership has its benefits! New Special Interest Group 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, attend the Career Management Special Interest Group! For more information, contact Ronnell Lovings: 904-905-5048 or Marilyn Feldstein 904-443-0059.

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

December 17 – Career Management SIG 6:00 p.m.-7:30 p.m.

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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: Wendy Pope at programs@astdnefl.org

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

Membership

Think about the **Power of 2!** Combining your local ASTD membership with an ASTD National membership compounds your training and development resources, thereby enhancing your effectiveness as a training and development professional **and** save some cold, hard cash.

National Memberships or renewals can also be added to Corporate ASTD-NEFL Memberships at the reduced rate of **\$169** each

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

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

For questions, please contact Paul Stromberg at admin@astdnefl.org or 551-9000.

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Member Milestones



Marilyn Feldstein and her company Career Choices Unlimited, have been selected for *What Color Is Your Parachute? 2010*, "Sampler of Coaches."

Do you have a milestone you'd like to share? Send the details to 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](#).

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

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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.

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 - 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, 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 to tell us your listing is ready to be posted.

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