

LEARNING Bridges

May / June 2009

The Newsletter for ASTD
Northeast Florida Chapter

www.astdnefl.org



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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



President's Message, Sharon Kimble

Summer is here, which means warmer weather, beach time, vacations, and the ASTD International Conference & Expo (ICE). This year ICE will take place in Washington, D.C. the first week of June.

If you are going, you will have a GREAT time learning and networking. Every year we get a chapter discount for sending at least five members; keep that in mind for the future. (If you're like me, you're waiting for it to come to Orlando again.) If you're not going, there is still plenty to do to make the most of your local ASTD membership!

- The ***Career Management Special Interest Group (SIG)*** is up and running with its first meeting in May. I anticipate great things from this group. This is a Member Benefit and will be free to members. As a board of directors, we continue to seek ways to add value to chapter membership and really think this is one of them.
- We are also pleased to continue such a successful ***e-Learning Special Interest Group (eSIG)***. Chris Dibble, VP of Programs- eSIG, has an excellent schedule of topics this year, including a group discussion on e-learning in July.
- The monthly meeting schedule is also complete, and I am looking forward to hearing from these experts! In June, we'll be learning about patents, trademarks, and copyrights. This is important information for all of us as we develop courses and use others' work in our classes.
- Coming in October is what we've been affectionately calling "The Big Event." Most of you are familiar with Donald Kirkpatrick and his Four Levels of Learning Evaluation; the family continues to add relevance and value to our industry! We are excited to host, Wendy Kirkpatrick, for her topic, *Training on Trial: How Workplace Learning Must Reinvent Itself to Remain Relevant*. There will also be a panel discussion, with local leaders, on what is impacting our industry and things we might do to support our organizations.

There are so many ways to get involved and make this ASTD chapter work for you. We are looking for people who want to lead short-term and long-term projects which include everything from

working with a committee to plan an event to researching affiliation programs for the website. Getting involved is a great way to get to know people and make those professional connections.

Blog with me! I have a blog on the ASTD NEFL website and would love to hear your thoughts on the topics presented. One of the reasons we selected the new website tools was so we could host online discussions and blogs. So come on, try it out! Post your thoughts or just say "hello."

See you at an ASTD event soon!

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Upcoming Events

Save the Date – 2009 General Meetings!

More information to come as the dates draw near – most meetings will be from 11:30 a.m. to 1 p.m. at Marriott Southpoint.

- June 18, Karen Anne Koster Burr,
Patents / Trademarks / Copyrights
- July 16, **Preludes & Props**
- August 20
- September 17
- November 19

E-Sig Upcoming Meetings

June 9th – Mobile Learning presented by John Gibbs of TATA Interactive Systems. Mobile learning is a moving target. This session explores its history and future. We'll look at case studies in business and academia and how to evaluate successful mobile programs. Special thanks to Learn.com for sponsoring this meeting.



Learn.com[®]

The leader in on-demand workforce productivity.

July 7th – eLearning Café presented by eSIG committee & you! Join us for round table discussions of development tools, social media, games, and more!

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

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e-Learning Spotlight, Adrienne Herndon

The Ultimate Learning On-Demand: M-Learning

How many minutes a day do you spend waiting—whether it is for a meeting, to check out of a store or to board an airplane? The new face of eLearning allows organizations to take advantage of these small snippets of time by offering their learners m-learning.

M-learning redefines flexibility and on-demand learning. ASTD Learning Circuits defines m-learning, or mobile learning, as “Learning that takes place via such wireless devices as cell phones, personal digital assistants (PDAs), or laptop computers.” This wireless, portable flexibility allows learners to access the information they need, when and where they need it, without the reliance on desktop computers wired to the Internet and a power source.

In addition to on-demand information recall, this delivery method supports numerous collaboration tools. For example, wikis, blogs, IM-chat, discussion boards, social networking and document sharing all allow learners to interact with each other and all from the convenience of their cell phone or other device. M-learning also has the capability of sharing videos and cell casts.

“It’s important to start looking at the cell phone as the Swiss Army knife of learning, rather than as the most annoying thing in the classroom,” said Liz Kolb of Madonna University in a [BizEd](#) article.

Does your organization currently utilize m-learning? What success have you seen? What obstacles have you faced? Join us in a discussion about mobile learning in our eSIG [discussion forum](#). Besides sharing your experience, please add your questions for our June presenter ([see upcoming events](#)).

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

Later this year –Project Management, Second Life AND MORE!

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**E-Learning Uncovered:
Lectora Version 9 is here!**

Available at www.e-LearningUncovered.com

262 pages of tips, tricks, and insider secrets on how to create e-learning with Lectora Publisher.

In our current economic climate it is vital that we, as learning professionals, begin to show how we can add value to our organizations. The current metrics that we use to show value such as; number of students trained, or courses delivered, are becoming less important. These "metrics" do not speak to the business issues that matter to corporate decision makers or the results they receive relative to the organizations financial performance (the proverbial "bottom line").

Therefore, a clear understanding of the financial drivers of the business and how they link to workplace learning is the key to showing sustainable value. The article, *Getting a Seat at the Table* outlines steps that we can take to drive measurable business value that will allow us to be seen as "strategic partners". Also, find out the 7 Key Learning Indicators your CEO really wants to know. Hope you enjoy the article!

Click the following link to read this month's professional development article, "Getting and Keeping a Seat at the Table" - <http://www.getzeroedin.com/>

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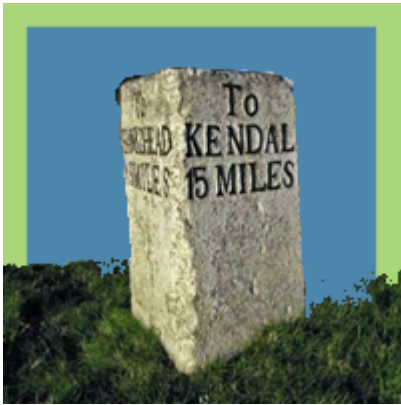
ASTD NEFL Membership

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

<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.

Congratulations to our own, Linda Anhalt, who earned the Certified Professional in Learning and Performance™ (CPLP) credential. **Congratulations Linda!**



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ASTD Certification



Professional Development Opportunities

Resources for CPLP – Certified Professional in Learning and Performance

- ASTD CPLP website
http://www.astd.org/astd/CPLP/portal_pub.htm
- 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



Many hands make light work! Join the Program Committee!

On occasion, we need some assistance with short-term projects regarding our programs. The projects range in topic but recent ones included researching options on venues and meal choices, and reviewing insurance needs. Become part of the solution. Join the Programs Committee and help develop our meetings. You can participate as much or as little as you wish. Contact, Wendy Pope, VP Programs at programs@astdnefl.org.

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.**

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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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Is your contact information correct on the chapter website?



Having up-to-date information in your profile allows us to maintain contact with you, fill in most of the blanks for you on event and membership registration pages, print accurate name badges when you attend events, and if you are a chapter member, will allow your colleagues to contact you for networking.

Next time you log on to the website, please click "View Profile" in the log-on area. There, you can make any necessary changes in your data and you can also subscribe to or unsubscribe from event reminders and other chapter news. The Membership Directory is only viewable by other members; in your profile, you can control what information is visible in your listing.

You can also enter information for your free listing in the Marketplace. After completing your information, please contact the webmaster to request your listing on the website, webmaster@astdnefl.org.

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