

LEARNING Bridges

July / August 2009

The Newsletter for ASTD
Northeast Florida Chapter

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

As I write this, I am sitting on the back patio while my husband barbecues chicken – YUM! I love this time of year. Now that the 4th of July is over, I know the rest of the summer is going to speed by and I want to savor every moment.

I have just a few updates for you . . .

Board of Directors

I am pleased to share with you that during the June Board of Directors' meeting, a Vice President of Member Involvement and a Vice President of Membership were nominated and appointed by the Board. Please welcome **Sue Raffensperger** as our new VP of Membership and **Pam Yoder**, former VP of Membership, as our new VP of Member Involvement. Pam and Sue have already been meeting to formulate new strategies for both roles and for YOU, our members. I expect that you will see wonderful enhancements to chapter benefits and increased communication on member involvement - stay tuned!

It is time to nominate the **2010 Board of Directors**. We hope many of our current board members will continue in their roles, however, we recognize that changes occur and priorities change. If you are interested in a board position or would like to nominate someone, please contact **Derree Braswell**, President-Elect, at presidentelect@astdnefl.org. Members will be voting on the slate of Directors during a special meeting in October.

Annual Member Survey

The Annual Member Survey is underway. If you attended the July monthly meeting, you had an opportunity to complete the survey using an electronic response system (keypads)! It was a fun prop and a great way to gather feedback from members and guests alike. Many thanks to **Jim Dixon** of Performance Consulting Inc. Dixon is a Past President and worked with us to plan and facilitate the survey.

Although completing the survey took a little longer than anticipated, we still had time for more props and preludes. Many thanks to our guest, **Andy Sabal**, a lifetime ASTD member who demonstrated the Proof of Truth. Also thanks to **Paul Stromberg** for finally sharing the Stromberg Assessment Test. In addition to being a top-notch Chapter Administrator, Paul has many things to share!

If you missed the meeting, don't worry! You have an opportunity to participate in the survey online. See the article in this newsletter containing the link. The link will also be posted on the ASTD NEFL website.

Please take a few minutes to give us your feedback. We use the survey results for planning purposes, to select next year's programs and to ensure you are getting what you need from your membership.

Your input is very important to the success of our chapter.

The Big Event – Training on Trial

If you haven't already heard about the October event, you may want to poke around on the [NEFL chapter's event page](#). We are pleased and excited to be hosting **Wendy Kirkpatrick** for the workshop *Training on Trial*. **Ronnell Lovings**, Vice President of Professional Development, and his committee are very busy putting this event together; it is going to be a good one. If you want to get involved and help with this event, we could use your assistance! There are always so many things to do before, during, and after workshops like these. Contact Ronnell (professionaldevelopment@astdnefl.org), and he'll put you to work.

Employee Learning Week

Lastly, be thinking about Employee Learning Week – the first week of December. ASTD, SHRM, and UNF are collaborating again this year to bring you the *Excellence in Employee Development Awards*, but that is not all that happens this week. This is an opportunity to recognize and showcase workplace learning, training and development, and how and why we do what we do. Consider ways that you can promote employee learning in your organization. We have lots of ideas but would like to hear from you.

Well, that chicken is ready to come off the grill. See you at the next ASTD gathering!!

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Upcoming Events



General Meeting – August 20, 2009

Marketing Yourself – How to Sell Yourself Without “Selling”

11:30 a.m. to 1:15 p.m. Marriott Southpoint (to register, visit [NEFL chapter's event page](#))

Meeting Description - To stand out in today's business climate it is essential for us to get noticed. The ability to market ourselves successfully is key. Are you . . .

- Working in an organization and want to distinguish yourself as you move up the company ladder?
- Starting or sustaining your own business and want to improve how you position yourself and your services?
- Networking for business contacts and/or prospective clients and want to create a positive perception?
- Transitioning to a new job and want to make yourself stand out to prospective employers?

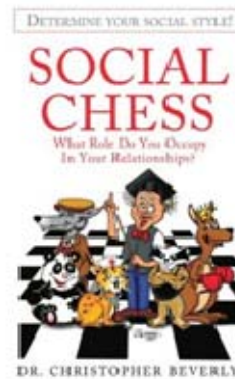
By attending this workshop you will discover how to . . .

- * Present yourself in a unique and positive way
- * Use social networking to your advantage
- * Sell yourself using “soft” and “hard” selling techniques in interviews, formal presentations, and other settings

About Our Speaker –

Dr. Christopher Beverly conducts professional development exercises with individuals in the classroom and with organizations throughout northeast Florida. Dr. Beverly is a psychology professor, author, human resource development consultant, curriculum specialist and professional speaker. He is the author of “Social Chess: What Role Do You Occupy in Your Relationships?” Awarded “Who’s Who Among America’s Teachers” on three occasions, Dr. Beverly has taught psychology at several colleges and universities. He is currently writing a book about how shyness expresses itself in various professional settings, and he is certified in the Myers-Briggs Type Indicator and the Social Chess Conflict Model.

Don't forget to grab your raffle ticket at the registration table for a chance to win a free copy of Dr. Beverly's book, **“Social Chess: What Role Do You Occupy in Your Relationships?”**



Dr. Beverly will autograph copies of his book after the meeting.

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 the Jacksonville Marriott Southpoint.

- September 17 - The Changing World of Leadership: The 3rd Generation Focus on Results, Dr. Mary Lippitt
- October 8 – The Big Event - Training on Trial: How Workplace Learning Must Reinvent Itself to Remain Relevant Workshop, Wendy Kirkpatrick of Kirkpatrick Partners, LLC
- December 9 - 9th Annual Excellence in Employee Development Awards (held at UNF, 11:30 a.m.)

Next ESIG Meeting - August 11 – Online Help Systems & Metrics presented by Rod Sharp

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

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e-Learning Spotlight, by Adrienne Herndon

Instructional Design for eLearning – Moving Beyond ADDIE

Which Instructional Design model is the best model for eLearning?

It depends! Many models have been created to provide a framework for instructional development. By its definition, models attempt to simplify complex processes and provide consistency for a given practice.

ADDIE (Analyze, Design, Develop, Implement, Evaluate) stands as the most widely-used and widely-known instructional design model however many more exist. Instructional design models can be divided into three categories based upon their output orientation—classroom, product or system. You can use this taxonomy to select the best model for your needs.

Here is a table to help you determine your model type.



Characteristics	Classroom Orientation	Product Orientation	System Orientation
Typical output	One or a few hours of instruction	Self-instructional or instructor-delivered package	Course or entire curriculum
Resources committed to development	Very low	High	High
Team or individual effort	Individual	Usually a team	Team
ID skill/experience	Low	High	High/very high
Emphasis on development or selection	Selection	Development	Development
Amount of front-end analysis/needs assessment	Low	Low to medium	Very high
Technological complexity of delivery media	Low	Medium to high	Medium to high
Amount of tryout and revision	Low to medium	Very high	Medium to high
Amount of distribution/dissemination	None	High	Medium to high
Gustafson, K. & Branch, R. (2002). <i>Survey of Instructional Development Models</i> . New York: ERIC Clearinghouse on Information & Technology			

Once you have determined the applicable orientation, you can select the model that best fits your needs. The product and system orientations suit eLearning development best. Here is a list of models for these orientations, keep in mind, this is not an inclusive list.

Product Models	Phase/step titles
The Bergman & Moore Model (1990)	Analysis, design, develop, produce, author, validate
The de Hogg, de Jong, & de Vries Model (1994)	Conceptual model, operational model, instructional model, interface model, learner model
The Bates Model (1995)	Course outline developed, media selection, material development/ production, course delivery
The Nieveen Model (1997)	Preliminary research, analysis, design, formative evaluation, summative evaluation (four cycles)
The Seels & Glasgow Model (1998)	Problem analysis, task analysis, instructional analysis, objectives & tests, instructional strategy and delivery system, materials development, formative evaluation, continuous feedback & interaction
System Models	
The Interservice Procedures for Instructional Systems Development Model (1975)	Analyze, design, develop, implement, control
The Gentry Model	Needs analysis, adoption, design, production,

(1994)	prototyping, installation, operation, evaluation
The Dorsey, Goodrum & Schwen Model (1997)	Create a vision, explore conceptual prototypes, experiment with hands-on mock ups, pilot test, fully implement the vision
The Diamond Model (1990)	Project selection and design (5 steps), production implementation & evaluation (7 steps)
The Smith & Ragan Model (1999)	Analysis (environment, learner, task & write test), strategy (determine strategies, produce instruction), evaluation (formative & summative)
The Dick, Carey & Carey Model (2001)	Assess needs, instructional analysis, learner & context analysis, write objectives, develop assessments, develop instructional strategy, develop & select materials, formative evaluation, summative evaluation, revise instruction

What model do you prefer? Join us for a discussion by clicking [here](#).

Coming Soon! August 11th – Online Help Systems & Metrics presented by Rod Sharp. This session will look at just-in-time training and the use of online help systems. Click [here](#) to post your questions for our presenter.

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!

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

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Annual Member Survey

Each year, the Northeast Florida Chapter of ASTD surveys its members and guests on a variety of items including program topics, meeting times and locations, chapter benefits, and communication. We use the feedback gathered to plan for the upcoming year and to ensure that our members are getting what they need from their membership in our chapter.

If you ***did not attend*** the July 2009 monthly meeting, please take a moment to complete the online survey. All responses will be kept anonymous. We encourage your candid feedback and want to make the chapter a valuable asset to you as a workplace learning professional.

Your input is very important to the success of our chapter.

If you would like to discuss any of the survey items in more detail, please contact the Chapter President, Sharon Kimble

(president@astdnefl.org).

Take the online survey:

<http://www.zoomerang.com/Survey/?p=WEB229D88BC47M>

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University of Phoenix, North Florida Campus, Offering Training Degree, paid advertisement



The University of Phoenix North Florida Campus is now offering The Master of Arts/Adult Education and Training Program (MA/AET) with classes taught at the Butler Pointe Campus on Salisbury Road.

The MA/AET is a 35-credit program of study designed for individuals who wish to develop the skills to work with adult learners in areas such as corporate training, community college instruction, non-profit and community based organizations, human services agencies, or professional development. The program encompasses knowledge of andragogical theory, the needs of diverse learners, critical issues and trends in adult education and training, instructional design and strategies, the use of technologies, and assessment. It also provides courses that address coaching and mentoring, e-learning, and e-learning web design technologies.

For further information, please contact Dr. Brian Polding at 904-636-6645 or Brian.Polding@Phoenix.edu.

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

- Thursday, August 27
- Thursday, September 24
- 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: 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

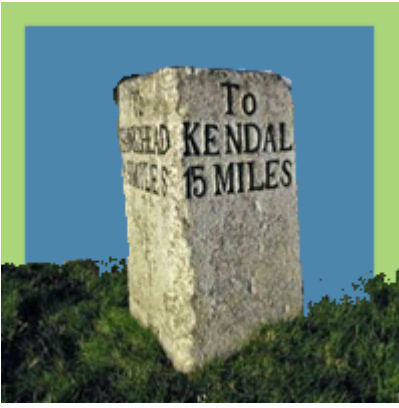
Become a local or national ASTD member, or renew your membership, by clicking this link -

<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.



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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.

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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