

## A Message from the President

Greetings ATD Memphis Chapter Members,

On behalf of our ATD Memphis Chapter (formerly ASTD Memphis), I want to thank you for your support and contributions during 2014. It is an honor and a big responsibility for me to be the 2015 Chapter President Interim. The ASTD Memphis Board for 2015 could not be any better. We have experienced board members in Chapter operations as well as new board members who will bring their expertise, time and energy to improve the services we offer to our members. I am proud to introduce you to the 2015 Chapter board members.

### 2015 Chapter Board Members

**Barbara Taylor**, Logistics Chair  
**Chuck Jones**, President Elect & VP of Programs Co-Chair  
**Dalia Tejada**, Social Media Chair  
**Debra Bennett**, Webmaster & Technology Chair  
**Dickmar Tejada**, President Interim & VP of Finance  
**Fair Josey**, Newsletter Chair  
**Jennifer Snyder**, VP of Marketing  
**Leonard Cochran**, Past President  
**Nedra Bailey**, VP of Communications  
**Sheila Bentley**, Professional Development Chair  
**Steven Aronson**, VP of Programs Co-Chair  
**Sylvia Joure**, VP of Membership

I encourage you to join the Board or to participate in a committee. We have two vacant positions, Member Recognition Chair and Student Relations Chair. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

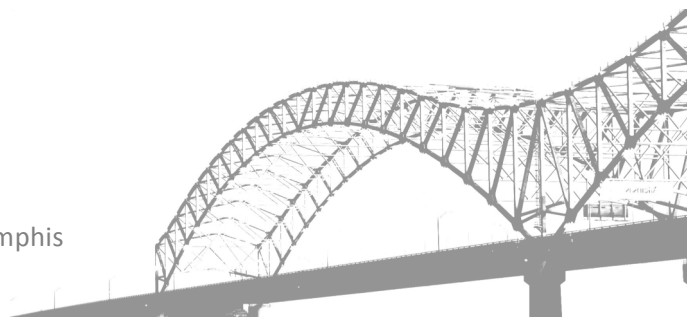
Please contact me at 901-372-5683 or [president@astdmemphis.org](mailto:president@astdmemphis.org) if you are interesting in making our Chapter even greater.

Thanks to all of you for completing the 2014 Membership survey conducted in November. Your feedback was valuable. A

summary of the results is included in this edition of the newsletter. Also the Board used the results in our Planning meeting in December. Our strategic goals were based on your input.

Finally, I am looking forward to seeing you at our events during 2015. We are off to a great start. The first luncheon is promising to be GREAT. The topic is "Be Your Own Training Video and e-Learning Voice over Artist". It is scheduled on Tuesday, January 13, 2015 at 11:30 a.m. Please go to our website ([www.astdmemphis.org](http://www.astdmemphis.org)) to register for the event.

Sincerely,  
 Dickmar Tejada  
 Chapter President Interim



## Upcoming Event

### Be Your Own Training Video and e-Learning Voice Over Artist

January 13, 2015 | 11:30 – 1:00 pm  
Bethel University, 5885 Ridgeway Circle  
Registration: [astdmemphis.org](http://astdmemphis.org)



Your course looks fantastic, but how does it sound? Learning is most effective when it takes advantage of both audio and visual pathways into the brain. Adding quality voiceovers

to your course video or eLearning program can greatly enhance knowledge transfer. But hiring professional voiceover talent can be expensive, and subject-matter experts may not always be available. That leaves just one person: you!

In this interactive and engaging session, you will learn what to do once you receive a script for your training product. You will receive a small portion of a script on which to practice mark-up techniques. You will make minor modifications to the script to make it as natural as possible to read. You will also

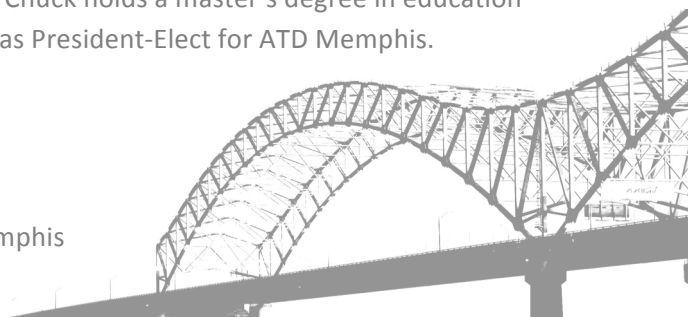
learn which words or phrases to emphasize to match the instructional content, and to clarify any issues with the SME or content provider. You will explore four simple audio editing techniques for reducing background noise, improving the quality of the narration, removing unwanted portions of the audio, and optimizing the audio for playback. You will also learn how to set up an inexpensive recording studio to further improve the quality of voiceovers.

#### In this session, you will learn:

- How to review, prepare, and modify a voiceover script to ensure narration quality while maintaining instructional integrity
- Techniques you can immediately use to sound your best during the recording phase
- Four easy steps to enhance the quality of your narration and remove unwanted sounds and noise with audio editing software
- How to optimize your audio for playback and make post-production changes
- How to create a very inexpensive recording studio

#### About the Speaker

Charles (Chuck) Jones is an award-winning instructional designer, eLearning developer, and consultant. Since 1998, he has designed and developed many interactive facilitator-led and technology-assisted learning and performance support tools for a large government agency. He is a three-time recipient of the Memphis Federal Executive Board's Outstanding Project Manager of the Year Award. Chuck holds a master's degree in education with a specialization in adult distance learning. He currently serves as President-Elect for ATD Memphis.



 **New and Renewal Members**

## Thank you!

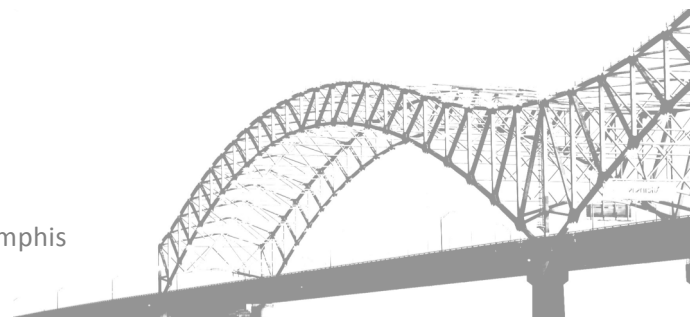
On behalf of our chapter we want to express our thanks to the people who either joined or renewed their membership during December 2014.

### NEW MEMBERS

Chequita Flynn  
Julieanna Walker  
Joya Smith  
Kim Jordan-Fluker  
Renee McCreight

### RENEWALS

Debra Bennett  
Janet Tresvant  
Jon Jackson  
Leonard Cochran



## News from ATD Memphis

### 2014 Membership Satisfaction Survey Results

*The survey was launched on November 19, 2014, and was closed on December 10, 2014.*

#### DEMOGRAPHICS

- 64% participants have been Chapter members less than 5 years, and 44% are ASTD National and Local members.
- 67% have been in the training field for more than 10 years.
- Top highest training expertise is instructional design (62%), management training (59%), and career development (41%).
- Level of education – PhDs (22%), Masters (50%), Bachelor's (20%), and others (8%)

#### COMMUNICATIONS

- 95% received emails, and 72% are *very satisfied* and *satisfied* with the emails
- Email was ranked top preferred method for receiving regular communications.

#### WEBSITE

- 54% members visited 1-5 times during the last six months.
- 59% members have *not* updated their profile in the "Members-Only" section.
- 66% participants are *very satisfied* and *satisfied* with the website.

#### PROGRAM TOPICS

- The top highest themes were Coaching (53%), e-Learning (53%), Mobile Learning (53%), Career Development (50%), and Change management (47%).

#### CHAPTER MEETINGS

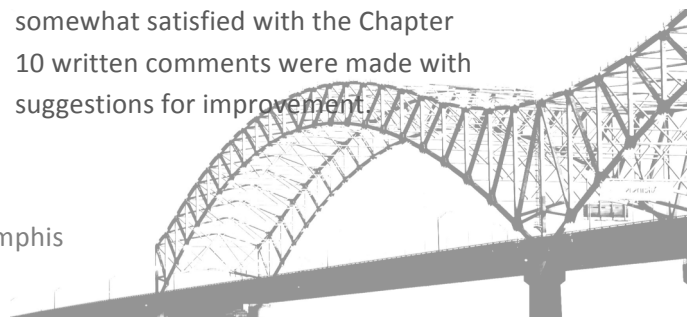
- 72% participants have attended once, twice and/or three times in the past three months
- 62% participants did not participate in the ALPS (Day of Learning) in November 2013.
- Tuesdays (78%) and noon (68%) are the best days and times for the monthly meetings.
- 63% respondents are *very satisfied* and *satisfied* with the location.
- 53% respondents are *very satisfied* and *satisfied* with the monthly luncheons.
- 46% respondents have participated in other networking events like the Master Minds Book Review.
- Members would like to tour companies. AutoZone and FedEx were the companies most frequently suggested/

#### VOLUNTEERING

- Five members showed interest and shared their contact information

#### OVERALL SATISFACTION

- 79% of members are very satisfied and somewhat satisfied with the Chapter
- 10 written comments were made with suggestions for improvement



 Get Involved with ATD Memphis

## Calling All Presenters!

ASTD Memphis is seeking **presenters for luncheons** throughout 2015. If you or someone you know can share expertise in one of the following fields, please contact our 2014 VP of Programs, Chuck Jones, at [programs@astdmemphis.org](mailto:programs@astdmemphis.org).

- Knowledge Management
- Coaching
- Integrated Talent Management
- Managing Learning Programs
- Evaluating Learning Impact
- Learning Technologies
- Training Delivery
- Instructional Design
- Performance Improvement
- Change Management

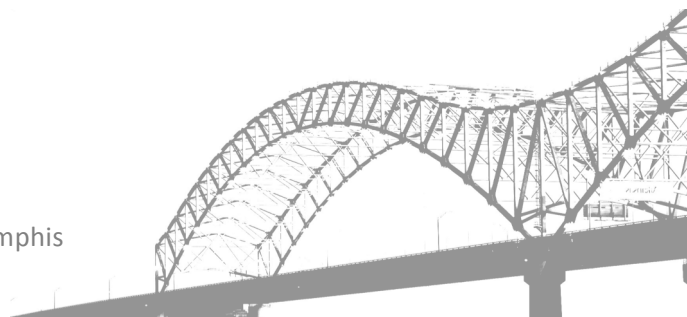
## Member Recognition

If you are interested in nominating someone for the **monthly member spotlight**, please email us at [marketing@astdmemphis.org](mailto:marketing@astdmemphis.org) with a brief bio and professional headshot. Each month we will select and recognize one member from the local chapter. This is an excellent opportunity to get to know others in the organization and grow your network.

## Join the Board

We have two vacant positions, **Member Recognition Chair** and **Student Relations Chair**. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

*Send an email to [president@astdmemphis.org](mailto:president@astdmemphis.org) if you are interested in getting involved.*

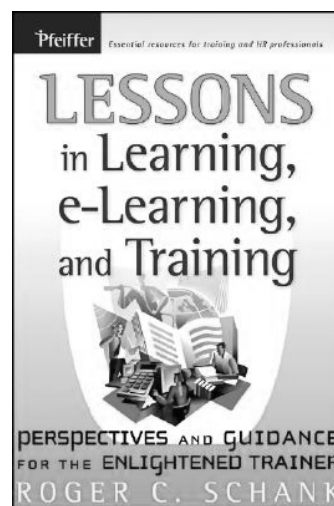


## Good Readings for Learning Professionals

### Lessons in Learning, eLearning, and Training: Perspectives and Guidance for the Enlightened Trainer

BY ROGER C. SCHANK

*"A Must-Read! From Roger C. Schank- one of the most highly cherished writers and speakers in the training, and eLearning industry. This book explores the several challenges faced by today's instructional designers and trainers. Ruth Clark sums up this book in the foreword: 'The basic premise of this book is that learning is an inductive process. In everyday words, learning occurs by experience, and the best instruction offers learners opportunities to distill their knowledge and skills from interactive stories.'" Reviewed by Karla Gutierrez, [shiftelearning.com](http://shiftelearning.com)*



### Design for How People Learn: Voices that Matter

BY JULIE DIRKSEN

"This is one of those books that we strongly recommend. It's easy to read, and very practical on basic instructional design. The author explains clearly how people learn and how eLearning professionals can spark reactions within students. More specifically, the book uses the elements

behind learning, memory and attention to create content that improve learner retention and focus. If you're just getting started and want to know more about instructional design in relationship to how people learn, it's the ideal resource!" Reviewed by Karla Gutierrez, [shiftelearning.com](http://shiftelearning.com)

