
Message from the President

How many instructional designers does it take to change a light bulb?

Just how many instructional designers does it take to screw in a light bulb anyway? Before we can answer that question, we need to analyze if the light bulb really needs to be changed. We should be sure that changing the light bulb is in alignment with our organizational needs. To really be thorough, we should also look at the ROI related to changing the light bulb using standard business metrics.

Now that we know we need a new light bulb, we have to choose the design for the new light bulb. Is it going to be an incandescent, a halogen, one of the curly-Q compact fluorescents, or maybe we should try a high tech LED light bulb? Even when changing the light bulb with the exact same kind, we should consider our budget and needs of the end-user from a design perspective. If we only have one type of bulb in our stock room, it may be time to invest in at least learning about the advantages of other types of training, ummmm, I mean light bulbs.

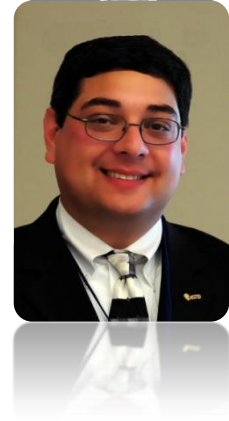
After choosing a bulb, it's time to start getting tools together to replace the light bulb. Having a good relationship with the ladder SMEs, licensed electricians, safety specialist, and management will make development a smooth process. Good instructional designers don't have to be good light bulb changers, but to have access to experts ensures only the brightest ideas get through.

Now it is time actually change the light bulb. This is often left to bulb changing facilitators or it can be implemented by the same person who developed plan. Some are natural bulb changers and others need to take a techniques class. The instructional designer can change the light bulb with seriousness and importance, but often if performed with a twist, the delivery is more memorable.

Don't forget to ask for an evaluation. Without feedback from the customer and if possible the light bulb (OK, I may be stretching the metaphor a bit far), you will have a hard time determining if your efforts were effective. Feedback is often a good way to help justify future light bulb changes and demonstrate your value to the company.

So, finally, how many instructional designers does it take to change a light bulb? Well as any good politician, economist, or meteorologist can tell you, "it depends, every situation is different." If you are a small one-person operation with no budget and a short time line, you might find yourself standing on a roller swivel chair with a box of economy grade 60W bulbs reaching for a light about two inches too far away. If you work for a big multi-national company, you might be required to have an OSHA approved ladder and wear a safety harness, anti-laceration gloves, rubber shoes, and safety glasses before you can start doing anything. Either way, being part of ASTD Memphis will help you find the resources to brighten your career.

Sincerely,
Steven Aronson, Chapter President



Memphis ASTD Annual Event

Join the Committee!



We are forming a committee to begin planning for this year's
Memphis ASTD Annual Event and we need your help!

Event Date: Friday, November 15th

- Who:** Any Memphis chapter member
- What:** Help us lay out the blueprint for this year's Memphis ASTD Annual Meeting and get the inside scoop of what we're planning. Don't be shy, jump in!
- When:** Monthly meetings will be held starting in July. These meetings are checkpoints to determine progress in the planning process, so they shouldn't take long.
- Where:** Meetings will be held by phone or in a location that is convenient for the committee members.
- Why:** Have fun getting other learning professionals in our local chapter and earn Bucks too!!!
- How:** Get involved by contacting Crystal Crutcher today!

Office: 901.300.6734 Email: crystaljcrutcher@gmail.com

Create a world that works better.



*The
FlipChart*
July 2013

Chart Your Course for CPLP Success – Certified Professional in Learning & Performance (CPLP)

Conquer Your CPLP Blues! Come to Memphis, TN &
Get Ready for the CPLP Knowledge Exam!

Take the Owl's Ledge CPLP Mastery Series 3-Day Workshop on How to Prepare for the
CPLP Knowledge Exam and Receive 90 Days of Post Workshop Online Support – FREE!

Who benefits from attending this workshop?

CPLP Candidates trying to “beat the clock” to successfully pass the CPLP Knowledge before major exam changes to into effect with the new ASTD Competency Model!

As a CPLP candidate participating in this Owl's Ledge CPLP certification preparation workshop, you will get the following to help you enhance – or even get started! – with your CPLP Knowledge Exam study preparation:

- **End-to-end overview of the ASTD Competency Model** and the CPLP certification process.
- **Tools and templates** for conducting your own personal Readiness Assessment and creating your individualized Study Plan
- **Techniques** for finding gaps in your workplace learning & performance knowledge and skills
- **Study tips & tricks** for maximizing your study time.
- **Exam question answering techniques** to help you understand how the CPLP questions are written – and how to answer them
- **CPLP Work Product** – a high level understanding of how – and when! – to prepare for your Work Product submission

What You Take Home

- **A workbook** with your own individual, personal CPLP Knowledge Exam **Study Plan & Schedule**
- **Online access to the online LIVE! Facilitated sessions (and session recordings)** that give you an opportunity to interact with Owl's Ledge CPLP certified facilitators and your candidate peers to further reinforce and explore the 9 Areas of Expertise (AOE) covered on the CPLP Knowledge Exam.
- **Online access to Owl's Ledge study materials designed for multiple learning styles**, including games, word puzzles, flashcards, and practice exams available on Owl's Ledge University.
- **An Amazon.com Kindle edition** of Trish Uhl's “Mastering the CPLP: How to Successfully Prepare for – and PASS! – the CPLP Knowledge Exam.”
- **Access to Owl's Ledge CPLP Advisors** who continue to provide you with one-on-one study preparation guidance and support via email.

Register NOW!!! Basic Information

What? Owl's Ledge CPLP Mastery Series:
CPLP Knowledge Exam Prep – 3-Day Workshop

When? July 23rd, 24th, & 25th, 2013
(Tuesday – Thursday)
Tuesday & Wednesday: 9am-5pm
Thursday: 9am-4pm

Where? Hosted by 2013 ASTD CPLP Employer Award Recipient – Hilton Worldwide (Corporate Offices) – 755 Crossover Ln., Memphis, TN 38117, USA (Contact Katelind Hays for hotel information – katelindhays@owls-ledge.com)

How much? Regular registration rate for workshop & online support bundle: \$1897. Use the code LASTCALL13 and register now for \$1597*.
*Fees are for tuition investment online in Owl's Ledge CPLP prep workshop and study materials. Additional fees apply to become a CPLP candidate and must be paid directly to ASTD – www.cplp.astd.org.

For whom? CPLP candidates eager to take the CPLP Knowledge Exam in 2013 – within the next 3 to 6 months – before the exam changes to match the new ASTD Competency Model!

By Whom? The workshop is designed and delivered by 2005 CPLP Pilot Pioneer Trish Uhl.

Register Today and Save \$300

As a recipient of this email, you can use code **LASTCALL13** when you register and get a \$300 discount!

Register for this workshop by calling Owl's Ledge at 1-630-510-1461 or visit our online store at <http://bit.ly/LASTCALLCPLP>.

The Knowledge Exam Prep and Work Product Coaching programs were invaluable to my CPLP achievement. There is NO way that I would have passed the Knowledge Exam on my own without the Knowledge Exam Mastery prep course, and I certainly wouldn't have been able to pass on my first try! My Owl's Ledge experience was fantastic. Knowing what I know now, I would absolutely take both prep courses again. – Cory | Afghanistan

Upcoming ASTD Memphis Events

August 13th – Addressing the Skills Gap in the Manufacturing Industry

Date: Tuesday, August 13, 2013

Presenter: Mr. Kim Barnett
Director of Workforce Development and
Manager of the Industrial Readiness
Training Program at Southwest TN
Community College

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Kim Barnett is a Director of Workforce Development and Manager of the Industrial Readiness Training Program at Southwest. Prior to joining Southwest, Kim worked in operations management for Federal Express in Memphis World Hub and also spent many years in retail management and operations, as a buyer and operations manager for Goldsmiths Department Stores--which is now Macy's.

Kim earned his undergraduate degree and an Executive Masters of Business Administration from the University of Memphis. As a proud Life Member of the University of Memphis Alumni Association, Kim Currently serves as Vice President for Membership on the National Alumni Association Board of Directors. Kim is a past President of the Fogelman College of Business & Economics Alumni Chapter. Kim, a native Memphian, is married and a father of two.

September 10th – Training Games for 100, Alex!

Date: Tuesday, September 10, 2013

Presenter: Chuck Jones,
Education Program Specialist,
Department of Veterans Affairs

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Chuck Jones is currently an Education Program Specialist with the United States Department of Veterans Affairs, where he currently serves as instructional designer and simulation/game developer. He has previously served VA as a Human Resources Specialist, Instructional Systems Specialist, and Webmaster. He has developed training and learning games since 1999, and more recently created numerous performance support videos, games, and simulations related to decision support operations. In 2009, Chuck completed his Master's Degree in Education with a specialization in Curriculum and Instructional Design for Adult Education. He believes that taking current course content and moving it online is more than just a "shovelware" exercise. Instead, the end product must provide a meaningful, memorable, motivational learning experience which enhances knowledge transfer and learner retention. His personal business philosophy: "What we have to learn to do, we learn by doing!"



Thank You New and Renewal Members!

On behalf of the Chapter, we want to express our thanks to the people who either joined or renewed their membership during June 2013.

NEW

Randy Lyles

Rachel Worthington

RENEWAL

Nancy Rumsey



LOOKING FOR A WAY TO EARN ASTD BUCKS? CONTRIBUTE TO THE NEWSLETTER!

If you would like to share a good book summary and/or an article with our ASTD Chapter members, please send us an email to newsletter@astdmemphis.org. Your knowledge and expertise are greatly appreciated!

Good Readings for Learning Professionals!

Pam Grabeel

Pam Grabeel is Education Manager at the American Association for Laboratory Animal Science (AALAS) in Memphis, a membership association of more than 13,000 professionals. As part of the education team, Pam has worked with staff and volunteers to develop online, print, and digital training and education materials. Since 2003 Pam has worked on the association's online learning system that has grown from 60 to more than 200 courses today. Pam has worked on projects supporting the association's technician certification program and helped develop educational materials that biomedical research institutions use to comply with federal training mandates.



Pam earned her undergraduate degree in nutrition and developed a love of teaching when working in a hospital and providing nutrition education programs to patients. While taking a career break and raising a family, she earned a master's degree in medical anthropology at the University of Memphis. . Pam joined AALAS in 1997 as membership coordinator and then moved on to work with marketing and public outreach materials as the AALAS Foundation Administrator. Moving back into education at AALAS has been challenging and rewarding since developing programs at a nonprofit association requires making the most of your limited budget. It's a fun challenge to meet the needs of the AALAS training audience.

In her spare time, Pam enjoys traveling, music, and the Redbirds games.

HAVE YOU RECENTLY RECEIVED A PROMOTION OR CHANGED JOBS? IF SO, WE WANT TO HEAR FROM YOU!
Send an email to newsletter@astdmemphis.org for the opportunity to be featured in an upcoming spotlight!

Good Readings for Learning Professionals!

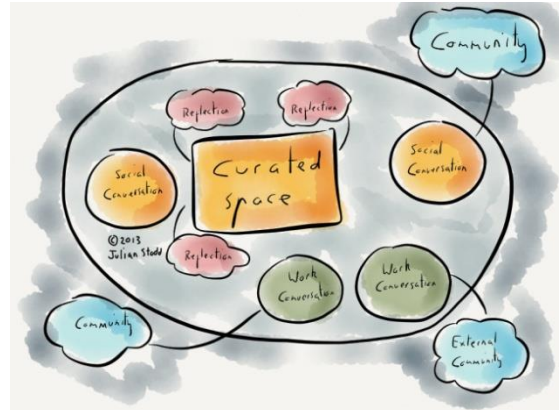
Creating an Environment for Learning: Collaboration and Community

Posted on July 12, 2013 by [julianstodd](#)

As I sat writing this morning, an elderly gentleman came to the table and asked me if he could lay out the International papers without disturbing me. I'm in the Icebreaker cafe, by the Amstel, one of my favourite writing spots, and the routine is the same each morning. Many Dutch cafes have a reading table: a large table, maybe seating twenty people, with magazines and papers laid out, as well as the usual small tables surrounding it. I like to sit at the reading table, surrounded by architecture magazines, French and German newspapers, American economics journals and glossy fashion mags.

Around me sit other solitary readers and writers, many hunched over MacBooks, whilst around us at the smaller tables, clusters of conversation, some social, some work related. Often, couples are sharing a laptop, using information there to support or enhance their conversation. Often they are connected to other, external, participants through email or messaging tools.

The content on the tables is curated: the magazines chosen carefully and each covered with an official sticker, showing that they belong to the cafe. ***The conversations on the tables though are random, owned by the people.*** Then, of course, there are the conversations that go beyond our physical space here, the online conversations, such as me chatting on LinkedIn to Elizabeth in Australia, Robin in Birmingham and Sam in Bournemouth.



We live and work in spaces: formal, curated ones, social and informal ones. Understanding how we collaborate and communicate through these areas is important to understand learning and working in the Social Age.

Sometimes we use social technology to connect us to the external communities: Facebook maybe to check in, whilst other technologies are formal, such as Yammer or Lync. Many of the conversations spill over from this fully social space into external formal ones.

Here at the table though, it's more about reflection: there are very few conversations here and few groups, just solitary people reading, writing and thinking.

So there is differentiation by physical location (groups co-creating meaning at the tables, individuals reflecting at the centre, surrounded by magazines, external communities linked only through social or formal technology) and there is differentiation by activity (solitary reflection, writing, reading, group conversations in person, group conversations facilitated by social or formal technology).

There is an unmistakable air of productivity, despite the informal surroundings and aroma of warm coffee. ***This is a collaborative and reflective space, impacting on both formal and informal elements of***

Good Readings for Learning Professionals!

our collective lives. But it's not accidental: just as the papers on this table are curated every morning by the elderly gentleman, so too is the decor of the cafe, the menu, the free WiFi. ***It's an artificially constructed environment intended to put me at my ease and to facilitate all of these activities.***

Environment is important, as is culture: we need infrastructure (tables, chairs, power sockets and WiFi) as well as social conventions or rules (it's ok to sit alone here, to type, to read, but it's frowned on to use your phone: some external connections are just too blatant and spoil the illusion).

As organisations adopt more social ways of working, environment and infrastructure become more important, often in small ways. It's not about buying new chairs and a coffee machine, but it may be about ensuring people can hook their devices up to the WiFi and ensuring that they have access to a range of collaborative tools and software. One size does not fit all.

Curated or accidental: this cafe is a perfect example of a Social Ageworking environment, and i have worked with many global organisations that have failed to get it this right.

Within our working lives, we should have spaces for reflection, spaces for collaboration, spaces for community (both formal and social) and clear access to spaces where we can narrate our learning. The entire experience needs to be supported: it's more than giving people a laptop and a desk. In the Social Age, we work in social ways: have you thought about what these are and how your organisation can best support them?

Here are some ideas:

- 1. What semi-formal spaces surround your offices? Have you used these for community events e.g. running team events in the cafe, or arranging a discount for groups who want to use that space for collaboration?***
- 2. Have you thought about doing a deal with the cafe to ensure everyone has great WiFi? Why not, it's the lifeblood of social working!***
- 3. What infrastructure do you have to support social working? Are you prescriptive or open? Why not ask people where they collaborate and see if it matches the organisational view***

Read more from Julian Stodd's Learning Blog @ <http://julianstodd.wordpress.com/> A place to explore new ideas in Learning.

June Luncheon – You Should’ve Been There!

CPLP Certification – Are You Ready?

ASTD Memphis’ June luncheon featured a panel of recent earners of the Certified Professional in Learning and Performance (CPLP). The panel discussion was facilitated by Jacqueline Dutsch, CPLP, SPHR, Learning Program Manager at Hilton Worldwide University. Jacqueline has 19 years of experience in Human Resources and Learning & Development and holds a Masters in Education and Workforce Development from Louisiana State University. She earned her CPLP in 2012 with Learning Design as her area of expertise.

After being introduced, Jacqueline gave a brief overview of the CPLP. The CPLP is a credential for training and development practitioners offered by ASTD and is a challenging – yet achievable – certification. For more information on the CPLP certification, check out the FAQs here: <http://www.astd.org/Certification/For-Candidates/FAQs>.

Members of the panel have achieved their CPLP in the past 3 years and included Jill Quarles, Leonard Cochran, Jeff Fendley and Rachel Kohr. All from varied backgrounds, the panel introduced themselves and their past and present experience in training & development and other industries. Each member brought unique and diverse perspectives to the discussion throughout the luncheon.

Rachel, for example, holds a graduate degree in Learning & Development and first wondered why she should pursue her CPLP. In the end, she felt like she learned a great deal throughout the process and felt it served as an excellent “refresher” for many principles and practices she learned in her graduate studies. She feels the CPLP earns a great deal of credibility, especially when speaking with clients, vendors, or potential business partners. She described the significant competitive advantage that having your CPLP can offer, and that many businesses – especially Fortune 500 companies – are searching for prospective employees that are CPLP certified.

Jacqueline emphasized the importance of staying abreast current learning trends so you are aware of the direction the profession is moving. Most luncheon attendees agreed that training & development is dramatically changing due to the advancement of technology and use of mobile learning.

Jacqueline provided a number of handouts that compared the 2006 CPLP Competency Model and the updated 2013 CPLP Competency Model (pictured above). For more information on the CPLP, study resources, and testing registration/dates, check out: <http://www.astd.org/Certification>. A special thanks to Jacqueline and the exceptional panel of CPLP-certified professionals for sharing their knowledge and experience!

