
Message from the President

What a great time to be in training!

About a month ago, I was driving down the road when I hit what looked like a small pothole. As the suspension tried to compensate for the difference in road height, the whole car “bottomed out” and I heard a large BANG. I suspected the car needed new struts and shocks, so I took it to the local repair shop.

“Yes sir, Mr. Aronson. We can fix it for about \$1500. Would you like to pay cash or credit?” said the man behind the counter. “Let me think about it, and I’ll let you know” I replied.

How does my broken car fit in with training? Well, I was able to go online and found several do-it-yourself articles on replacing shocks and McPherson struts. A little more digging and I found a few videos of people actually repairing the very thing I needed and on the exact same make and model of car. In one video, it was two 16-year-old boys showing all their mistakes, warning others not to repeat them, and how to do it correctly. That encouraged me to call a few parts auto supply places and find out how much parts would cost.

Ten years ago, I would have had to pay the repair shop because I couldn’t have obtained the knowledge without knowing a mechanic. Furthermore, I still would have probably lacked the confidence to try it myself without having seen it done first. In today’s Internet age, our end users have the ability to search for solutions to their own problems. One of our jobs as T&D professionals is to provide good resources and make those resources available when they need them. Please don’t miss understand, I’m not saying we no longer need instructor-led training. I just want to point out the fact that instruction has become easier to produce and distribute. And that helps *create a world that works better*.

Sincerely,

Steven Aronson
2013 Chapter president

PS – The repair only cost me \$400 and took me about eight hours. My 10-year-old daughter, Madeline, is mechanically inclined. We had a great time bonding while working on the car together.

PPS – Last month, I asked to suggestions to present to the board for an ASTD-Memphis community project. I received several great recommendations. I’ll present them at this month’s board meeting and let you know what was decided.



Upcoming ASTD Memphis Events

June 11 – CPLP Certification: Are You Ready?

Date: Tuesday, June 11, 2013

Presenter: Jacqueline Dutsch, Program Manager
Hilton Worldwide University

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

Time: 11:30 a.m. – 1:00 p.m.

During this interactive session you will develop strategies and discover available tools to:

- determine your readiness for the CPLP
- prepare for the CPLP exam
- select and complete a project
- identify the value of CPLP certification

You will have an opportunity to ask questions of our panelists who have recently earned their CPLP.

For more information on Jacqueline's upcoming presentation, visit www.astdmemphis.org.

July 9 – Millennials in the Workplace

Date: Tuesday, July 9, 2013

Presenter: Debbie Adams,
Manager of Enterprise Learning Services
International Paper

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

Time: 11:30 a.m. – 1:00 p.m.

Many businesses are either planning on how to prepare for or struggling to keep pace with a new generation of young people entering the workforce. This new generation has very different attitudes and desires than employees over the past few decades. What is a Millennial? Why is everyone making such a big deal about Millennials? How are they different from the Gen X and Gen Y's? What are the roadblocks for organizations? What do we do about it? Many businesses are either planning on how to prepare for or struggling to keep pace with a new generation of young people entering the workforce. This new generation has very different attitudes and desires than employees over the past few decades.

For more information on Debbie's upcoming presentation, visit www.astdmemphis.org.

Thank You New and Renewal Members!

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

NEW

Carol Danehower
University of Memphis

Carlos Holmes
Verizon Wireless

Nicole Shim
American Home Shield

Shelia Urevbu
ServiceMaster

RENEWAL

Jeff Fendley

Bill Brescia
UTHSC

Jennifer Snyder
CTI



Become a Power Member!

Did you know, as a member of ASTD Memphis, you receive a discounted ASTD National membership rate? Here's how:

1. Visit store.astd.org.
2. Select National Membership.
3. Enter the Chapter ChIP code (CH4110) to receive the \$179 rate.

For more information, visit www.astd.org/powermember.

Join or renew now at
www.astd.org/powermember

Meet an ASTD Memphis Chapter Member!

Steve Woodward

Steve is the Director of Learning Systems at Crew Training International (CTI), a Memphis, TN-based company that offers advanced training solutions for Department of Defense, government, and commercial businesses. Steve has over 12 years of experience in creating highly effective learning solutions with particular focus in innovative learning design, process improvement, and technical and business skills integration.



Prior to joining CTI, Steve began his training career in the United States Navy. Although his role was not exclusive to training alone, his skillsets pulled him in this direction at Service School Command, Great Lakes, IL. Responsible for several key program implementations designed to increase learning effectiveness, he found his niche in the adult learning arena. After leaving the military, Steve worked with Sedgwick Claims Management Services, Inc. as a Training Manager with the responsibilities of the design, development, and delivery of corporate-wide learning programs including traditional classroom and eLearning solutions. One of several accomplishments with the organization was the introduction of eLearning initiatives and the migration of many learning programs to this delivery format. After leaving Sedgwick CMS, Steve led the instructional design team at American Home Shield (Memphis, TN). There he focused on leadership development, eLearning implementation and learning program efficiencies.

Steve's formal education is in business management, education, and public relations. He also has certifications as a Training Director, eLearning Specialist, and Master Trainer.

As a child of a military family, Steve has lived throughout the United States. This provided him with a unique perspective on the vast diversity that exists in the country. Although he considers Memphis home (he has lived here the longest), he misses the cooler summers of the north (even at the cost of tough winters). He spends his free time tackling the daily obstacles that come with raising a seven year old son and a 17 year old daughter. If he is lucky, he and his wife have a few moments to themselves. Steve is an avid sports fan, but is particularly fanatic about football.

Good Readings for Learning Professionals

The Adult Learning Theory – Andragogy of Malcolm Knowles

Submitted by Jennifer Snyder

Malcolm Shepherd Knowles (1913 – 1997) was an American educator well known for the use of the term **Andragogy** as synonymous to the **adult education**. According Malcolm Knowles, **andragogy** is the art and science of **adult learning**, thus andragogy refers to any form of **adult learning** (Kearsley, 2010).

The term **andragogy** can be supposedly equivalent to the term pedagogy. **Andragogy** in Greek means the man-leading in comparison to pedagogy, which in Greek means child-leading. However, it should be noticed that the term pedagogy is used since the Ancient Greek times while Alexander Kapp, a German educator, originally used the term **andragogy** in 1833.

Knowles' 5 Assumptions of Adult Learners

In 1980, **Knowles** made 4 **assumptions** about the **characteristics of adult learners** (**andragogy**) that are different from the assumptions about child learners (pedagogy). In 1984, **Knowles** added the 5th assumption.

1. **Self-concept**

As a person matures his/her self-concept moves from one of being a dependent personality toward one of being a self-directed human being

2. **Adult Learner Experience**

As a person matures he/she accumulates a growing reservoir of experience that becomes an increasing resource for learning.

3. **Readiness to Learn**

As a person matures his/her readiness to learn becomes oriented increasingly to the developmental tasks of his/her social roles.

4. **Orientation to Learning**

As a person matures his/her time perspective changes from one of postponed application of knowledge to immediacy of application, and accordingly his/her orientation toward learning shifts from one of subject- centeredness to one of problem centeredness.

5. **Motivation to Learn**

As a person matures the motivation to learn is internal (**Knowles** 1984:12).

Good Readings for Learning Professionals

Knowles' 4 Principles Of Andragogy

In 1984, **Knowles** suggested **4 principles** that are applied to **adult learning**:

1. Adults need to be involved in the planning and evaluation of their instruction.
2. Experience (including mistakes) provides the basis for the learning activities.
3. Adults are most interested in learning subjects that have immediate relevance and impact to their job or personal life.
4. Adult learning is problem-centered rather than content-oriented. (Kearsley, 2010)

Application of Andragogy in Personal Computer Training

Knowles (1984) provide an example of applying **andragogy principles** to the design of personal computer training:

1. There is a need to explain the reasons specific things are being taught (e.g., certain commands, functions, operations, etc.)
2. Instruction should be task-oriented instead of memorization -- learning activities should be in the context of common tasks to be performed by the others.
3. Instruction should take into account the wide range of different backgrounds of learners; learning materials and activities should allow for different levels/types of previous experience with computers.
4. Since adults are self-directed, instruction should allow learners to discover things and knowledge for themselves without depending people, will be provided guidance and help when mistakes are made.

Check out the original article and additional resources [here](#).

April Luncheon: You Should've Been There!

Instructional Design Resources You Can Use Now

April's speaker was Dr. Trey Martindale, an Associate Professor in the Instructional Design and Technology (IDT) master's and doctoral program with the University of Memphis. Among his many roles, Dr. Martindale is also a research scientist with the University of Memphis Institute for Intelligent Systems (IIS), a collection of researchers from computer science, cognitive science, engineering, and linguistics who are creating intelligent tutoring and instructional systems of the future. His research and expertise is in the design and analysis of online, collaborative, and interactive learning environments. His research efforts have been funded by the National Science Foundation, the Centers for Disease Control and Prevention, the U.S. Department of Defense, the U.S. Department of Education, the Institute of Education Sciences, IBM, Microsoft Corporation, and the State of Florida.



Presenting to a packed room, Dr. Martindale provided an interactive and engaging presentation spending time reviewing online resources he maintains on his comprehensive website on all things related to instructional design. A sample of some of the covered topics included:

- Instructional design definition and summaries of the ID model;
- Theories and models of instructional design;
- Career preparation and job search tools;
- General E-Learning sites;
- Useful books and journals;
- Professional organizations and information on conferences; and
- Handy tools.

In addition, Dr. Martindale shared over 20 instructional design and E-Learning reference books, allowing participants to pass around these resources while he spoke to the group. Even if you missed April's luncheon, information is readily available online for your convenience:

- <http://treymartindale.com> – Homepage to Dr. Martindale's site
- <http://treymartindale.com/astd> – Specific online resources presented during the luncheon
- <http://treymartindale.com/books> – Book list

Many thanks to Dr. Martindale for sharing his knowledge and insights on useful instructional design resources we all can use!