
Message from the President

Work Smarter

It's an honor to serve you as the ASTD Memphis Chapter President for next twelve months. I'm extremely excited about the possibilities that lay ahead. It's my hope that our local chapter will help bring value to you and provide some quality content and personal connections to help you work smarter.



The meaning of "Work Smarter" is twofold:

- 1) Work smarter and not harder. It's about working efficiently, and working together. When I worked in the restaurant business, I would help put stock away after the truck made a delivery. It was much faster and easier when someone was helping. In this economy, we cannot afford the time of working inefficiently. If we cannot do it quickly and correctly, then someone else can and will!
- 2) Work smarter is also a reference to having the right tools and skills to do the job effectively. I could spend hours in the garage on weekends working on my car. If I knew what I was doing, I could probably fix the car and do some of the other chores on my list. I don't know what I'm doing, so I'm not effective.

As learning professionals, we equip others to be efficient and effective. We need to be efficient and effective ourselves. Perhaps you have heard the expression "the cobblers children have no shoes." We can get so caught up in meeting the needs of others that we don't spend time doing personal development. One key that helps me gain insight for areas of development is networking with other learning professionals.

Are you interested in networking more? In February, I am going to start hosting a Third Thursday "Munch and Mingle." What is a Munch and Mingle? I will attempt to do this at different times and locations throughout the year (breakfast, right after work, etc.) Anyone who would like to meet up for an informal discussion about the learning profession can bring your lunch to Oak Court Mall food court and join me from Noon – 1:00PM. We'll munch on our lunch and mingle with friends. Won't you join me?

This New Year, take time and examine our jobs, our ASTD chapter, and our personal lives and determine what steps you can take to WORK SMARTER. You'll be glad you did.

HAPPY NEW YEAR!

Leonard Cochran, CPLP
ASTD Memphis President - 2014
President@astdmemphis.org
901.605.6231

Upcoming ASTD Memphis Events

February 11th – Three Steps for Securing a Seat at the Table

Date: Tuesday, February 11th, 2014

Presenter: Madan Birla, Author/Speaker/Strategist
Unleashing Innovation for Enterprise Growth

Location: *NEW LOCATION* TBA

Time: 11:30 a.m. – 1:00 p.m.

February 20th – Third Thursday Munch & Mingle

Date: Thursday, February 20th, 2014

Host: Leonard Cochran, ASTD Memphis President

Location: Oak Court Mall Food Court

Time: 12:00 p.m. – 1:00 p.m.

Bring (or buy) your lunch and join other Learning Professionals, talk shop and share learning experiences. No formal agenda - just an opportunity to get to know each other better and learn from one another.

Got a topic in mind? Email Leonard at president@astdmemphis.org or to RSVP. See you there!



March 11th – Leadership through Fellowship

Date: Tuesday, March 11th, 2014

Location: *NEW LOCATION* TBA

Time: 11:30 a.m. – 1:00 p.m.

During this presentation, participants will learn:

- Leadership definition
- An enhancement-measuring and evaluating leadership excellence
- Leadership through followership- a key resemblance of leadership today

Evan Nelson is an Organizational Development Consultant for the Center for Education and Organizational Development at Baptist Memorial Health Care Corporation.



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 December 2013.

NEW

*Fair Josey
Richard Stewart
Janet Tresvant
Diane Wright*

RENEWAL

*Terry Mercer
Sylvia Joure*

Calling all Presenters!

ASTD Memphis is seeking presenters for luncheons throughout 2014. 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.

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

2014 Theme & Goal: Work Smarter

Mission

To provide *knowledge, leadership and professional development* for our members to meet workplace learning and performance challenges.

Vision

To be *the* professional association recognized as *the ultimate resource, advisory group and network* in the Mid-South for workplace learning and human performance improvement.

Member Spotlight: Meet One of our Newest ASTD Memphis Members!

Michelle Monroe

Learning and teaching go hand-in-hand for Michelle Monroe, and she believes that philosophy is what has given her such fantastic opportunities in Training and Development. She enjoys learning about new subjects so she can transfer the knowledge to training initiatives. She has enjoyed a tremendous contract and consulting career with experience in instructional design, change management, and training. Over the span of more than 15 years in the field, Michelle has worked on successful projects at many organizations, specifically including: new employee onboarding at Cincinnati Bell, career development for Citigroup, process documentation at Fidelity, and financial awareness for the National Endowment for Financial Education. She has also participated in a national community college consortium to increase entrepreneurship, written for magazines and newspapers, and taught classes at college campuses and businesses.



As a working adult student herself, Michelle received her undergraduate degree from the University of Cincinnati. She applied for the Human Resources Development Master's program at Xavier as soon as she heard about it, and graduated with an M.Ed. in 2002. Attending school at night and on weekends was difficult—but rewarding. That challenge set the stage for special understanding that students themselves can bring their own life experiences to class and contribute to inspiration and learning too. Incorporating opportunities to share students' awareness brings learning and teaching full circle for Michelle now. She learns from research and subject matter experts, then designs and teaches courses. As she works on the courses, she adapts them to meet students where they are, adapting activities and materials as necessary for students' learning.

Michelle moved to Collierville in 2007 from Cincinnati to be near her parents and sister's family. Although she and her husband moved for the family camaraderie and warmer climate, the move allowed her the flexibility of caring for a terminally ill parent and her young children during the past couple of years. During that time she encouraged her own entrepreneurial spirit by pursuing personal areas of interest in art, horticulture, and animal behavior. Her micro-businesses and supplemental jobs in sales served their purpose, but now Michelle is determined to get back to her career priorities!

She is excited to be a new member to ASTD Memphis and is looking forward to meeting and networking with more members. One of Michelle's main concerns is finding a way to contribute to the training and development of Memphis' professionals. Her dream role would be one in which she could work with multiple initiatives that support business growth and employee development. She wants to be instrumental in encouraging people to be the best they can be through education. After all, who can

Good Reads for Learning Professionals

develop and present engaging material for students and professionals better than a person who loves the process of learning and discovering?

3 Ways to Make Your E-Learning Course Look Like a Comic Book

by Tom Kulhmann



Comic book layouts are pretty popular. And they work well for elearning courses. For one, they look different. It's that type of contrast that can hook your learners who might be bored with the standard-looking corporate elearning.

On top of that a comic-like layout breaks the content into panels which allows you to control the pacing and flow of information as each panel progressively reveals more. It's a great way to still have the simplicity of a linear course, but make it seem more engaging.

A while back I shared how to be inspired by others and included links to two comic-style elearning courses. Based on the feedback, the examples were a hit. I got quite a few emails



Good Reads for Learning Professionals

asking how to build a similar type of course.

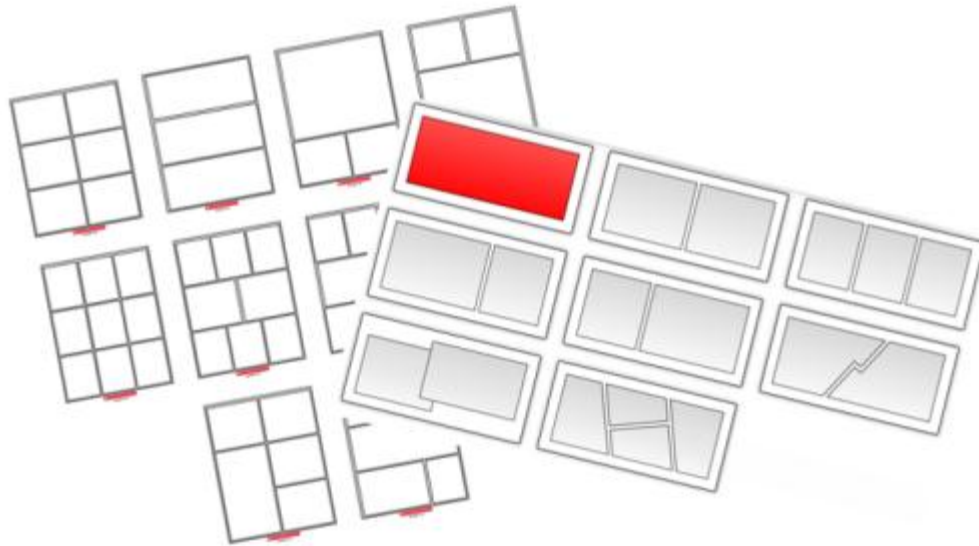
Links to Examples

- Connect with Haji Kamal: <http://www.worldwarfighter.com/hajikamal/activity/>
- Broken Co-Worker (Articulate Storyline): <http://www.brokencoworker.com/>

In today's post I'm going to show three ways to build a comic-style layout for your courses. To keep it simple we'll use PowerPoint, but the ideas should work regardless of the tool you use.

Choose a Layout

Layouts are the key distinguishing feature for the comic book look. Typically they follow some sort of grid. The good thing is that there's really no right or wrong way to create the grid. Some comics use straight lines and even sized panels. And some use an assortment of panel sizes.



If you're looking for layout ideas, the first place to look is at comic books. You could attend a comic book convention, but you'll probably have to wear a goofy costume. A better solution is to go to one of those comic creation sites and see what types of layouts they offer. Here are a couple of good sites:

Create Your Own Super Hero Comic:

http://marvelkids.marvel.com/shows/122/the_super_hero_squad_show

Make Your Own Graphix: <http://www.scholastic.com/goosebumpsgraphix/makeyourown/index.htm>

You can also create your own layouts with existing clip art. Here's an example I shared in this blog post on using Clip Art to create your elearning template:

<http://www.articulate.com/rapid-elearning/create-e-learning-templates-with-a-consistent-clip-art-style/>

This also lets you build a layout that has that hand-drawn look.

Good Reads for Learning Professionals



For this demo, we'll use a few simple layouts. I created them as shapes in PowerPoint. As you can see below, creating the layout's pretty simple. Feel free to create as many layouts as you want.

Keep in mind that too many choices can be overwhelming. Instead of building 200 possible layouts, stick with 5-10 common layouts.

Another consideration with layouts is determining how you'll present the content. Review the two elearning examples above and notice how the layouts follow a consistent pattern. For example, you may have one type of layout for information, another for decision-making, and another for feedback.

Deciding how to use the layouts will help you best determine which types of layouts you need.

One last point, the more panels you add to the layouts, the less space you get. If you have too many panels the content make look cluttered and seem confusing. I'd err on the side of fewer panels.

Click here to read the full post on Tom's blog:

<http://www.articulate.com/rapid-elearning/3-ways-to-make-your-e-learning-course-look-like-a-comic-book/>

Meet Our 2014 ASTD Memphis Board Members!

Meet our 2014 Leaders

Check out the 2014 Board members!

President

Leonard Cochran

president@astdmemphis.org



Currently serving ASTD Memphis as our President, Leonard has served as President Elect and VP of Programs in the past. Leonard considers himself a lifelong learner and began his career in the learning profession as a developer of Distance Learning in 2004. He became CPLP certified in 2010 and he completed his B.S. in Adult Education at Bellevue University in 2012. Currently, Leonard is the Learning Programs Manager for Hilton Worldwide as part of the Hilton Worldwide University team.

Past-President

Steven Aronson

pastpresident@astdmemphis.org



Steven is serving as the Past President for ASTD Memphis. Steven has also served as President, VP of Programs, VP of Finance, and President-Elect. He is the manager of Sort Systems Electronics for FedEx, where his team maintains the programmable logic controllers, high-powered scanning systems, and camera systems that control the conveyors and diverters to sort over a million packages per night. In his spare time, Steven enjoys building wheelchair ramps for MIFA, and also designing and teaching an electronics course for 8 to 16 year-olds once a week. He is especially proud of his three children Megan (12) - who competes in horseback riding, Madeline (11) - who plays clarinet, and Oliver (3) who is currently obsessed with firefighters. He's been married to the same wonderful woman for almost 20 years.

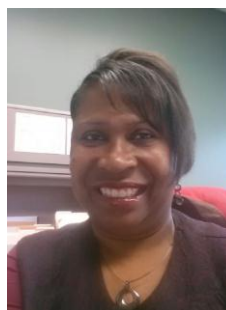
President-Elect

Position open

VP of Communication

Nedra Bailey

communication@astdmemphis.org



Nedra is in her second year of serving as the VP of Communication for ASTD Memphis. Currently a Training & Development Specialist at Memphis Light, Gas, and Water (MLGW), Nedra's primary responsibility is to train the company's administrative professional employees for promotion and professional development. Nedra holds a Bachelor's degree in Communication with a

Meet Our 2014 ASTD Memphis Board Members!

VP of Finance

Dickmar Alejandro Tejada

finance@astdmemphis.org



Dickmar is currently serving ASTD Memphis as VP of Finance. He has been an active member of our chapter since 2001 and has served in numerous roles on the Board, including newsletter chair, treasurer, VP of Finance, interim President, and President. Dickmar

studied in the doctoral program in Education and Leadership at Arkansas State University (ASU), and he received an MBA and Specialist degree in Community College Teaching at ASU. He has a background in electrical engineering and currently works as a Training & Development Specialist at Memphis Light, Gas, and Water Division.

VP of Marketing & Newsletter Chair

Lindsey Shepard

marketing@astdmemphis.org



Lindsey is in her second year of serving ASTD Memphis as the VP of Marketing and Newsletter Chair. She holds a Bachelor's degree in Technology Education from Mississippi State University and a Master's degree in Instructional Design & Technology from the University of Southern Mississippi.

Lindsey is currently a Training Developer for Baker Donelson law firm where she is responsible for ILT and web-based training for attorneys and support staff. She and her husband, Caleb, have been married 7 years and have recently adopted a son. They enjoy traveling, attending Mississippi State sporting events, and are active members of Great Commission Church in Olive Branch.

VP of Programs

Chuck Jones

programs@astdmemphis.org



Chuck serves ASTD Memphis as the VP of Programs. For the past 15 years, Chuck has worked as an Instructional Designer and Multimedia Designer for various organizations throughout the U.S. Department of Veterans Affairs. For the past 3 years, he has shifted from static e-learning course development into the

electronic performance support, online simulations, and gamification area. Chuck holds a Master of Arts in Education: Curriculum and Instruction, with a

VP of Membership

Tiereny Tunstall

membership@astdmemphis.org



Tiereny serves ASTD Memphis as the VP of Membership. She has served on the Board for ASTD Memphis for 4 years. Tiereny is currently by Brother as the Sr. Human Resources Administrator and is responsible for the leadership development program. She has held leadership positions in multiple HR functions. Tiereny received her master's degree in Human Resources from Webster University.

Meet Our 2014 ASTD Memphis Board Members!

specialization in Adult Education. Originally from Baltimore, MD, Chuck has lived in Memphis about 9 years with his wife, Sue, and his dog. He is looking forward to serving on the Board this year.

Member Recognition Chair

Deloris Clayborne

clayborne@bellsouth.net



Deloris serves ASTD Memphis as the Member Recognition Chair. She is also a member of Member Area Women's Council, National Association of Workforce Development Professionals, National Association of Professional Women, and the Black United Fund. Deloris leads a Re-

Entering Citizens' program for Pathway to Dignity as Executive Director. This role entails one-on-one career coaching for individuals with employment barriers. She conducts workshops to move individuals to job readiness and training programs.

Logistics Chair

Barbara Taylor

logistics@astdmemphis.org



Barbara Taylor has served ASTD Memphis for numerous years as our Logistics Chair. Being a member of ASTD has been valuable to her over the years as she learns through our monthly presentations. Her position encompasses a myriad of areas, one of which is training management personnel on policies and procedures, and conducting New Hire Orientation for all new employees.

Professional Development Chair

Shelia Bentley

professionaldev@astdmemphis.org



Currently serving ASTD Memphis as the Professional Development Chair, Shelia has been on the ASTD Memphis Board for more than 15 years, serving in capacities such as President, Past President, and VP of Membership. She is President of Bentley Consulting and for the past 30 years, Shelia

has served nationwide clients including IBM, Dell Computers, Nike, FedEx, AutoZone, The Disney Store, International Paper, Methodist hospitals, Johnson & Johnson, The New York Times, the U.S. Army, Bank of

Web Technology Chair

Debra Bennett

webmaster@astdmemphis.org



Currently the Assistant Vice President, Instructional Designer at Regions Bank, Debra Bennett is our 2014 Web Technology Chair. Serving in past positions such as VP of Membership, President-Elect, and President, Debra enjoys her affiliation with both ASTD Memphis and ASTD National on both a professional and personal level. Being involved in ASTD motivated her to continue her education and Debra is now fulfilling her goal of obtaining an MBA.

For 2014, Debra is looking forward to seeing the new heights ASTD Memphis will reach in serving the training and development

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America, the U.S. Border Patrol, the IRS, and numerous other government, professional, education, and nonprofit agencies. Shelia has also served as adjunct faculty at the University of Memphis and Arizona State University in the Colleges of Education.

community. In her spare time, Debra loves spending time with her family and shopping for shoes.

Student Relations Chair

Fair Josey

fairjosey@gmail.com



Fair is an Instructor at the University of Memphis and full-time doctoral student in Instructional Design and Technology. She is also the co-founder and coordinator of T3 Memphis, a monthly professional development and training event for educators in the Memphis area. Her career

focus is technology integration and professional development. Additional areas of interest and experience include the development of web-based courses, use of multimedia tools in instruction, the instructional design process, and graphic design. Fair serves as a liaison between the ASTD Memphis chapter and students seeking learning opportunities and careers in the training and development field.

Advertise with ASTD Memphis!

Below are rates for purchasing ads that will appear in one (1) issue of our e-Newsletter!

Full page (8 ½" x 11")	\$75
Half page (8 1/2 "	\$40
Quarter page	\$25
Eighth page	\$15

Email marketing@astdmemphis.org for more information.