

Series

Saturdays Fall 2009

The Foundation

Foundation Series – A Learning Journey

The journey doesn't end here – it's just beginning!

Kick off your Learning Journey as ASTD Golden Gate Chapter (GGC) presents The Foundation Series.

This annual workshop series is completely revamped for 2009 with 6 sessions over four Saturdays. Our learning journey is an artful weaving together of both formal structured and informal learning activities hosted by seasoned workplace learning professionals. Each session introduces a unique career element in learning and development. Industry experts frame each session in context of the preceding and following sessions to help you truly understand what it means to be a learning and development professional.

Each session includes independent work assignments, access to industry professionals available for informational interviews, and collaboration technology enabling a participatory experience for all Series attendees. Participants spend time with experienced practitioners outside of class to build a learning community that rounds out the workshop experience with professional relationships, enabling the advancement of your career in Workplace Learning & Performance.

Who Should Embark on the Journey:

Are you thinking about a career in Education & Training?
Want an idea of what career options may be open to you in the training field?
Do you wish you knew more about Instructional Design?
Want some practical experience building a learning module?
If you answered “yes” to any of these questions, The Foundation Series is for you!

You'll spend four Saturdays with industry leaders and top-notch workplace learning practitioners who will share their expertise in this exciting workshop series. Between-session homework and independent study guided by session leaders supplements the workshops and enhances your learning experience.

Early Bird Pricing!

Register now for Early Bird Pricing!

Early Bird pricing ends August 22:

Chapter Members: \$345, Non-members: \$395

After August 22: Members: \$445, Non-members: \$495

Workshop location: 300 Lakeside Drive
15th Floor
Oakland, CA
Entrance in rear

Workshop dates: September 12 & 26
October 17 & 24

Workshop times: 9:00am to 4:00pm

Your registration fee includes:

- ▲ Attendance at 4 full-day workshops.
- ▲ Continental Breakfast and Lunches provided.
- ▲ Workshop Materials.
- ▲ Access to Golden Gate Online Foundation Series project room (collaboration technology).
- ▲ Incredible networking opportunities.

Session 1a: Industry Overview Chief Learning Officer (CLO) Perspective (Panel Discussion)

The September 12th morning session kicks off our Foundation Series with a discussion and Q&A experience with practitioners and business leaders from all areas of the Training & Development industry: from technology vendors, to educational service vendors, to development methodologists, and everything in between. Learn first hand from those who have been in the trenches of Workplace Learning and Performance, and are practicing their craft. Learn about opportunities and challenges we are facing in our industry.

Session 1b: Instructional Design Basic Principles of Designing Learning

Round out your afternoon with Kris Schaeffer and explore the ADDIE model of Instructional Design.

By the end of the session, you will be able to:

- ✓ Describe the elements of a participant profile.
- ✓ Describe each step in ADDIE.

- ✓ Justify the need for training (Conduct a needs analysis) using Mager's model from *Analyzing Performance Problems: You Really Oughta Wanna*.
- ✓ Write a learning objective that includes the condition, verb-object, and standard.
- ✓ Describe Kirkpatrick's 4 levels of evaluation.
- ✓ Write a lesson plan using Gagne's nine steps (simplified):
 - Gain attention.
 - Explain learning objective.
 - Recall – Link to experience or prior learning.
 - Present material.
 - Provide examples.
 - Practice.
 - Provide feedback.
 - Application – motivation, transfer opportunities.
 - Closure – summarize, retention, link to next learning.
- ✓ Write a design document that includes:
 - Description of the session.
 - Participant profile.
 - Training need justification.
 - Learning objectives.
 - Detailed design.
- ✓ Given each other's design document, critique a design document following the Instructional Design Scoring Checklist.

And, you will actually develop a small training module as you work your way through the Foundation Series learning journey.

Session 2a: Industry Overview The Vendor Perspective (Panel Discussion)

This session introduces you to some of the issues, careers, and players in the world of learning providers. Learning providers include everything from companies that provide leadership training to those that offer highly complex learning content management systems - and pretty much everything in between.

In this half-day session, you will learn from, and have an opportunity to interact with, leaders from several learning industry vendors. Learn what products and services the vendors offer, the business challenges they face, what motivates their customers to buy from them, and what kinds of careers organizations like theirs support.

This session also provides the basis for the informational interviews you will conduct with members of the learning community and participants from the vendor panel during your Foundation Series learning journey.

Session 2b: Delivering Training

Building on the September 12 session for Instructional Design, this workshop explores effective Instructional Delivery. You will be able to describe various training delivery methods and the key changes in the last 10 years from classroom-based to blended learning and technology-based experiences. Learn the key skill-sets required to succeed in modern training delivery environments. Discussion and practice includes:

- ✓ Effective Training & Facilitation.
- ✓ In-person and virtual delivery modalities.
- ✓ Speaking vs. Teaching.
- ✓ Characteristics of successful communication.
- ✓ Qualities of successful instruction.
- ✓ Managing the classroom, subject matter, time, and people.
- ✓ Preparing with review and rehearsal.
- ✓ And more...!

Apply what you've learned with a practice, review and critique in-session and on-line using our collaboration site.

September
26

Session 3: Instructional Technology

To be considered a real player in today's world of workplace learning, it is essential to possess a solid working understanding of the various types or classes of technology currently being employed. This includes LMSs, LCMSs authoring, web-conferencing, social networking, talent management, and many other technologies. Up until fairly recently, a person in the learning field who was not staying abreast of the new technologies was considered as "quaint." Today, "Technology Ludites" are simply considered obsolete.

During this Instructional Technology component of the Foundation Series, you will:

- ✓ Conduct personal research on a class of learning technology of interest to you.
- ✓ Apply the knowledge and skills you learned in the Delivery component of the series to make a presentation about your chosen learning technology to the group at this session.
- ✓ Engage in a knowledge sharing process with your series colleagues using social networking tools.

As a result, you will be able to talk intelligently about the different types of learning technology in terms of their function, where and how they can be most effectively used, the kinds of results they can produce, and when not to use the tools.

October
17

Session 4: Careers in Workplace Learning & Performance

The career component of the Foundation Series introduces you to different career paths within the learning and development field. It provides opportunities to explore the range of workplace learning careers in depth. We will be covering the career waterfront from instructional designer - to trainer - to chief learning officer. Throughout the entire seven week Foundation Series, you will:

- ✓ Explore a variety of career paths and options by conducting a series of informational interviews with your colleagues. Learn what tasks these functions perform, what skills are needed to succeed, and how these people got where they are.
- ✓ Develop familiarity with the various workplace learning professional associations and resources.
- ✓ Enhance your ability to recalibrate a career strategy based upon a solid understanding of evolving industry trends.

This Saturday session on October 24th, Careers in Workplace Learning & Performance, caps off the Foundation Series by pulling together the information gathering skills you have been building over this series on the different career paths within this exciting and dynamic field. In this session you will:

- ✓ Engage with your peers in a discovery of the limitless options within this field by sharing what you learned in your informational interviews and research.
- ✓ Explore the competencies in ASTD's Certified Professional in Learning and Performance, CPLP, Certification.
- ✓ Develop new ideas for personally "branding" yourself to take you toward any career goal you wish to set in this field.
- ✓ Define a career path that fits with your skills and interests and get feedback from your peers and leaders in this industry.

October
24

Start your career in Workplace Learning & Performance.

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