



ASTD NEBRASKA - November Newsletter

November
2011

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Dear Melissa,

As I prepare this introduction for the November newsletter, I reflect on the year past and the year ahead. November is that time of year we all reflect a bit on the blessings and opportunities that have impacted our lives personally and professionally.

As members of ASTD Nebraska, we salute and give thanks to all of you who help make this chapter a success. It brings to mind the book *It Takes a Village* by author Jane Cowen-Fletcher. Building a solid volunteer organization takes a village to be successful.

Those of you who actively participate in making ASTD Nebraska a success are bountiful blessings to all of us who benefit from the resources and activities of this chapter.

Throughout the month of November, take a moment to be thankful for those around you who have helped you rise to the occasion!

Happy Thanksgiving!

Jill Idelman
Director of Communications
directorofcommunications@astdnebraska.org

Membership Dues...Increased Value

Submitted by: **Christine Hitchcock**

To best serve our membership and keep the ASTD Nebraska Chapter financially sustainable, ASTD Nebraska membership dues will increase for our NEW MEMBERS starting January 1, 2012. Renewing members in good standing will get a 1-year reprieve to aid in the transition. There will also

be some new options for membership. Look for those changes and new options to be unveiled in the December newsletter.

As of January 1, 2012, the price for ASTD National membership will be increasing. You will continue to receive a discount on National dues when you sign up for The Power of 2 and purchase both the local and national memberships together.

As VP of Membership, one of my responsibilities is to ensure membership dues accomplish two things:

1. Provide VALUABLE services to our members.
2. Cover the cost of providing quality events and opportunities for our members. Notice the word "cover." We are a not-for-profit organization, so the organization does not profit from your membership dues. Instead, we continue to improve your membership value.

Why the increase? Why now? The membership dues for ASTD Nebraska have remained the same for over a decade. Although we offer high quality programming, there are opportunities we are missing due to funding. We have also had to cut back on the number of workshops and certificate programs offered. We want to bring those back as a value of membership to you. Compared to ASTD Chapters across the country of similar size and region, our Chapter is an average of \$15 less expensive and compared to the extreme end, we are \$40 less expensive.

We understand the value of your membership dollars. There are so many amazing resources, in addition to the benefits you already enjoy, that we want to provide for you. The additions to your benefits will allow us to stay on your "necessity" list as the best resource for professional development in the field of Workplace Learning and Performance.

So You Want to Make a Difference?

Submitted by: Dan Vetter, CPLP, Performance Consultant



How many times are you asked if you have (or can provide) training on _____? (Fill in that blank with whatever topics you teach!)

Given our history and common approach, it is not surprising that we are pigeon-holed as the training guy (or gal), and that inquiries come to us already formed as training requests. Perhaps the old adage applies: When all you have is a hammer, everything you see looks like a nail. If training is the only tool in our arsenal, no wonder we so frequently return to it as the solution. So, we fall into the trap of applying training Band-Aids as our solution even when other performance interventions are probably more appropriate.

Over the last decade, training professionals have been challenged to expand our roles from "trainers" to "Performance Consultants." ASTD National launched the Human Performance Improvement (HPI) certificate program and some of us have now become "Certified Professionals in

Learning and Performance. However, many of us are finding it challenging to shed our "trainer" hats and step up to the new, larger role of addressing performance improvement through a broader array of approaches. To make this transition, we need to recast ourselves in a new role. No, that doesn't mean we simply rename our department or change our job titles. It requires a fundamental shift in our thinking and in how we interact with those who will continue to come to us requesting training.

The secret is in how we respond to these requests. We need to transform the typical training request into a performance discussion. This starts with recognizing WHAT we are hearing - and NOT hearing - in the conversation. Then, by guiding the discussion with some well-placed facilitative questions that link the original request to something bigger: how organizational performance is suffering.

Having aligned ourselves with the greater mission of improving the organization's performance, we suddenly levitate ourselves from lowly trainer to performance improvement consultant. And doesn't it feel good to get a little respect!? Of course, then we have to deliver the goods - and that can be scary, especially when we get a queasy feeling that our training hammer just might NOT be the answer. Add to that the pressure of needing to really SHOW we've made a difference...and it's enough to send many of us back to the safety of our traditional trainer roles.

To realistically deliver improved performance often requires a full arsenal of performance interventions, more than just training. Dr. Deming, father of the quality movement, is famous for having touted that 80% of the problems in organizations are not caused by bad, poorly trained PEOPLE, but by bad PROCESS. Certainly some of that 80% might also be attributed to a host of other "environmental" and cultural issues at play in most organizations. Wise performance consultants have a broader (Organizational Development) view of performance. They are savvy about diagnosing the true root causes of under-performance; and they have a rolodex of resources to call on (internally and/or externally) to help fix the real problem/s. Are you ready to step up to the challenge of being a real performance consultant?

Join us for the November 9th breakfast and morning workshop where we'll explore this topic further, build some critical skills, and provide some tools to help you step up to this expanded role.

During the breakfast program, you'll learn to use a Human Performance Model to explain the essentials to improve organizational performance; then practice responding to requests in ways that win respect and strategically position you to enhance organizational results.

Stay for the 3-hour follow-on workshop where you'll go deeper. Learn to use the Gap Map and 50+ Consulting Questions to uncover the root causes of performance gaps. Then explore more than 30 interventions you should be familiar with for improving human and organizational performance. You'll meet and hear first-hand from other consultants skilled in using many of these non-training tools for organizational performance improvement.

While this program does not aim to make you an expert in any of these possible interventions, it does promise to give you a broad awareness of the many options available and some of the resources you may wish to call upon in order to address future organizational performance issues. You will build skills and receive useful performance improvement tools you can apply immediately.

November Member Spotlight

Submitted by: Jennifer Labrie

This month we want to welcome Michelle Anthony, Jennifer Murnane, and Allyson Yung to ASTD Nebraska!

Michelle Anthony



Michelle has worked at Centris Federal Credit Union for the past 6 years and is currently a Training Specialist. Her bachelor's degree is in Elementary Education. She is slowly but surely pursuing her master's degree in Organizational Management with a concentration in Entrepreneurial and Economic Development. In her free time she likes to spend time with friends and family and has just recently started training for a marathon in the Spring.

Jennifer Murnane



Jennifer's experience spans the fields of finance, adult education, and human capital. Her experience in securities analysis and management led her to further pursue the value of human capital in organizations. She has authored several dozen academic and practitioner articles and is a sought-after public speaker in the area of human capital management. She is a Senior Human Capital Strategist with Capital Analytics. Prior to that, she served as the Associate Vice President of Strategic Initiatives for Bellevue University and was the inaugural Assistant Director of Bellevue University's Human Capital Lab. She currently serves on the faculty of Bellevue University's Ph.D. in Human Capital Management program and has won awards for her research and teaching and was recognized in 2010 as one of the Midlands Business Journal's "40 Under 40." She holds a Ph.D. in Family and Consumer Sciences Education from Iowa State University, as well as an MBA and bachelor's degree in Finance and Banking from the University of Nebraska at Omaha. She has two boys, Aden and Aron, and husband Jeff, as well as two Boxers, Oscar and Riley. In her free time she likes to run, watch horror movies, swim, and read.

Allyson Yung



Allyson is the Crop Insurance Training Specialist for Farm Credit Services of America. She began her career in Crop Insurance 3 years ago as an underwriter. Today she works with a large Insurance team across South Dakota, Iowa, and Nebraska to develop a cohesive training program and assess the learning needs of new and tenured employees. She graduated from UNO in 2006 and pursued a career as an Assistant Golf Professional in Kansas City. She moved to Mead, Nebraska in 2008 to be closer to family and began her career in crop insurance. Her parents live in her hometown of Holdrege, Nebraska, and her sister and family live in Kansas City, Missouri. She enjoys seeing her family and friends as much as possible and her two Boxers, Izzy and Kabi, who make her smile every day. She plays a lot of golf and enjoys watching football. She's played golf all of her life, including playing at a collegiate level for 5 years. Her friends and their children are near and dear to her so she travels as much as she can to visit them.

Please help me in welcoming Michelle, Jennifer, and Allyson to ASTD Nebraska!

Captivate Tips: Building a Template

Submitted by: Melissa Turner

Scenario: You have been asked to develop an eLearning course in Adobe Captivate to teach employees about the company's new billing system. The course will consist of a dozen training modules. Where do you begin?

BEGIN WITH A PROJECT TEMPLATE

A project template acts as the foundation, or blueprint, for subsequent projects. When creating a template, you should include reusable elements such as:

- * Title/Objectives/Conclusion slides with placeholders for text
- * Placeholder slides
- * Placeholder objects
- * Object styles
- * Master slides

**If you're new to Captivate, you may not be familiar with some of these tools and concepts. In order to provide adequate explanations for how you can incorporate these tools into your workflow, I'll be submitting a series of articles over the next several months.

Part 1: Creating a Template

Begin by creating a project template: File > New Project > Project Template. (Do not click Project from Template. You'll use this option later when you want to create a new project based on an existing template). A dialog box opens. Select the desired project size from the drop-down menu or enter a custom size and click OK. The new project template opens with a single blank slide.

Next, create several foundation slides such as a title slide, objectives slide, and conclusion slide. How you choose to design these slides is up to you, but ideally the foundation slides will have a consistent look and feel. To add a new slide to a project template: click Insert > New Slide. After inserting a new slide, you can add images, text captions, and other objects. Use the Properties panel to adjust formatting and edit object properties as needed. *Please bear in mind the examples below are just samples and are by no means meant to represent the principles of good graphic design.* Just saying....



Once you have your foundation slides in place, you can focus on adding additional slides to hold your lesson content. Next month we'll be looking at how you can use Object and Slide Placeholders in your project templates.

Did you know? The file extension for a Captivate template is .cptl. The file extension for a regular project is .cptx.

Membership by the Numbers

Submitted by: Ralph Wojcinski

Numbers At-A-Glance:

Congratulations to everyone in the ASTD Nebraska chapter! We surpassed a milestone this month-we now have over 300 members! In the month of September 2011, our Chapter increased from 298 members to 307. Ninety-five of our chapter's members are also members of the ASTD National organization. This equates to 31% dual membership:



Chapter Operating Requirements (CORE) for 2012 include the goal of 35% dual membership. In addition to the benefits that our local chapter offers,

by becoming an ASTD National member your networking opportunities expand nationwide.

Many employers are willing to pay for a national membership. Check with your supervisor or manager to find out if a national membership can be funded by your organization.

As a member of the ASTD National organization, you have access to informative webinars and valuable whitepapers and articles that can help advance your career potential. See www.astd.org for more details.

Did You Know?

There are seven different levels of ASTD Nebraska chapter membership. Your status may change, so it could be beneficial for you to review the levels. For example, when you turn 62 years old, your membership is discounted by \$15 when you renew!

If you have any questions or comments about local or national membership, contact Ralph Wojcinski, Director of Membership, at 402-250-6764 or directormembership@astdnebraska.org.

Volunteer Spotlight

Submitted by: Jennifer Labrie

One of the benefits of joining ASTD Nebraska is the opportunity to develop your skills through volunteer work. Volunteer work, while helpful to the chapter, is also beneficial to our members as it allows them to develop skills they may not otherwise have the opportunity to develop.

Jan Stukenholtz discovered this when she first started volunteering with ASTD Nebraska. Currently, Jan is a member of our Resume Critique Team, but she started out as a volunteer on the Membership Team.

As a member of the team she says that some of the benefits she receives for her time include:

- Knowing that she helped another person improve their chance of getting an interview for a new position
- Boosting her own critique skills by reviewing other reviewers' feedback
- Getting ideas on how to improve herself
- Meeting new people
- A way to keep involved in the ASTD Nebraska chapter

When asked what she does as a volunteer, Jan says, "As a member of the ASTD Resume Critique Team, I review members' resumes/cover letters and provide feedback on how to improve each. Based on my schedule at the time of the request, I spend anywhere from 10-15 minutes doing a quick review and emailing feedback, to up to about 30-45 minutes completing a more thorough review using the standard ASTD Nebraska Resume Review Form. That completed form gives our members more specific feedback (how the resume succeeds/how it could be improved in the areas of format, content, and bottom line). The number of requests varies, but I would say that I average conducting about 10-15 reviews per year."

If you are interested in volunteering with ASTD Nebraska, there are many ways you can get involved. You can ask your ASTD Nebraska concierge, ask a Board member during a networking event, or visit the Get Involved page on our website for more information.

Thank you, Jan, and all of our volunteers, for all that you do to help our chapter and our members succeed!

Are You Ready for 2012?

Submitted by: April Kassin

Slow down, you move too fast. - Simon and Garfunkel

Do you ever feel like you are running a mile a minute? Are you really ready for 2012 and accomplishing your personal and professional goals? ASTD Nebraska is an organization dedicated to today's workplace learning and performance professionals. In order to provide the best possible member benefits, we need your feedback!

As workplace learning and performance professionals, we challenge organizations and employees every day to meet business goals. However, how often do we think about our own goals and development needs? Recently, you received a member survey. Please take the time and provide us with your feedback and personal development needs.

The ASTD Nebraska Board is dedicated to providing superior member benefits, and we need your input to continue our success in planning for 2012. Please slow down, take a moment, and think about your needs and how the chapter can help you succeed in 2012.

New and Renewing Members!

Stephen Brennan - Peak Performance Consultants
Brian Brundige - The Railway Educational Bureau
Stephen Campbell - TD Ameritrade
Denise Eucker - Omaha Public Power District
Libby Guthrey - Mutual of Omaha
Stella Hedin - College of St. Mary
April Kassin - Children's Hospital & Medical Center
Jamie Kelly - Omaha Public Power District
Cheri Konfrst - Mutual of Omaha
Linda Love - UNMC
Rose McKelvey - Fraser Stryker Law Firm
Jennifer Metzler - University of Nebraska at Omaha
Dealan Neff - Mutual of Omaha
Ryan Royse - Cox Communications
Dan Schaecher - Lincoln Financial Group
Robyn Schroeder - Mutual of Omaha
Karol Ulmer - Mutual Of Omaha
Karen Wegner - Houghton Mifflin Harcourt

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Calendar

[Trainer's Institute 2011: Final Presentations and Graduation Ceremony](#)

Day: **Wednesday, November 2**

Time: 8:00 a.m. - 5:00 p.m.

Location: Children's Hospital and Medical Center, Omaha, NE

[So You Want to Make a Difference - Transitioning to Human Performance Improvement Consulting](#)

Day: **Wednesday, November 9**

Time: 7:30 a.m. - 12 noon

Location: Scott Conference Center, Omaha, NE

[Nebraska Captivate/eLearning User Meeting](#)

Day: **Wednesday, November 15**

Time: 3:30 p.m. - 5 p.m.

Location: HDR 8404 Indian Hills Drive Omaha, NE

[Strategic Planning For Managers](#)

Presented by: ASTD Rocky Mountain Chapter

Day: **Wednesday, November 15**

Time: 6:00 p.m. - 5p.m. (Mountain Time)

Location: Denver, Colorado

[Creating a Competitive and Engaging Internship Program](#)

Presented by: ASTD-Lincoln

Day: **Wednesday, November 17**

Time: 11:30 a.m. - 1:00 p.m.

Location: Southeast Community College Continuing Education Center
301 South 68th Place, Lincoln, NE



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