



## ASTD NEBRASKA - October Newsletter

October 2011

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**Dear Melissa,**

Alas, it is finally my favorite time of year. School is in full swing, football games and parties are a weekly event, and the leaves will soon be turning to the beautiful shades of autumn. I would personally like to introduce myself as the new Director of Communications. My name is Jill Idelman and I am a Corporate Trainer at Infogroup. I hope to meet many of you in the months to follow.

It was just last October when I personally attended Trainer's Institute and had my first experience with the organization. This highly recognized program offered by ASTD Nebraska has been a valuable piece to my current success in adult learning and professional training. If you have not yet had the opportunity to attend, I would highly recommend you take advantage of the new weekly format. If you have already attended Trainer's Institute, please recommend this course to other trainers or co-workers who could benefit by improving their skill sets in the professional learning environment. In addition, we are also looking for greeters to welcome our attendees to the Trainer's Institute. To volunteer as a greeter simply go to our website and register. It was from those experiences I had with the volunteers and presenters at Trainers Institute that has led me to take on this new role and involvement with ASTD. Please contact me

if you have any information or news that would be helpful to our members.

Happy Training!

Jill Idelman  
Director of Communications  
[directorofcommunications@astdnebraska.org](mailto:directorofcommunications@astdnebraska.org)

## October Member Spotlight

**Submitted by: Jennifer Labrie**

This month we are shining our ASTD spotlight on Lindsey Feilner who joined ASTD Nebraska this fall. Take a look at her outstanding background!

Lindsey has been a Sales Trainer for C&A Industries since December of 2010. Prior to that she was a Housing Coordinator for C&A for almost 5 years. She holds a degree in Business Administration from Bellevue University. She and her husband have a son, Austin, who keeps them busy! He is two and a half and has the energy to show it! They love spending the weekends outdoors (when the weather permits, of course), and they plan to participate in the Corporate Cycling Challenge as well as the Corporate Cup Run this year. They would be happy just to make it across the finish line for each!

Please welcome Lindsey to ASTD Nebraska!



## Still Time to Sign Up for Trainer's Institute!

**Submitted by: Stephen Campbell**

If you haven't already signed up to attend this year's Trainer's Institute, there's still plenty of time.

As an ASTD Nebraska member, I've had many conversations with colleagues in the Workplace Learning Professional community about Trainer's Institute. In the beginning, the conversations were mostly driven by my curiosity about the event. What was it about? What did you find valuable? Would you go again?

After joining the ASTD Nebraska Board at the beginning of 2010, I remembered many of these conversations. Some professionals had attended in years past, but didn't feel the program offered enough to attend again. Others were unsure that they could attend for five consecutive days. And still others had never attended because they had learned the basics "on the job."

As a result of these conversations, Trainer's Institute got a facelift this year. This year's program has been spread out over five weeks with participants able to register for one or all sessions. Pricing has been set up for single sessions, allowing participants to attend and pay for the topics they are most interested in. Those still interested in attending the entire event can register for all five sessions as a package and receive a discount.

Topics and dates for this year's program are:

**October 5:**

This date focuses on foundational principles, specifically the ADDIE Model, Adult Learning Principles, and Needs Analysis. Participants will have the opportunity learn about the ADDIE Model and how it can serve as the foundation that all Workplace Learning is built upon. Adult Learning Principles, presented by Rick Zaporowski, will focus on the perspectives of learning theory, learning styles, pedagogy vs. andragogy, and myths regarding training and education, with guided check points and a great discussion. The Needs Analysis portion, facilitated by Heather Davis, will expose participants to the principles and types of training needs assessments and associated analysis techniques.

**October 12:**

Participants will spend this date focusing on implementation evaluation skills. The first half of the day covers Evaluating Training with Michelle Kosmacek. Michelle will walk participants through the rationale behind evaluating training programs, the objectives of evaluation, why trainers often avoid evaluation, and the various levels of evaluation. The second half of the day introduces participants to Implementation and Presentation Skills with Terry Lee. During this portion of the workshop, participants can expect to learn techniques for effectively presenting training to large and small audiences.

**October 19:**

October 19 is all about Training Design and Development, presented by Angela Galloway.

and practice writing effective training objectives, determining key content for learning, differentiating between organizational sequences, and learn about instructional methods. In addition, participants will get exposure and practice with the five-step planning process for developing effective training. This date will also contain workshop time for participants to apply the content and develop a presentation for November 2.

**October 26:**

Easel Solutions will be covering all things eLearning on this date. This year's eLearning presentation has been split into two parts. The morning session will introduce participants to eLearning, the concepts and techniques, the hot products, and the ways companies have implemented eLearning. The afternoon session is a hands-on workshop, focusing on Adobe Captivate, Learning Management Systems, and building computer-based quizzes.

**November 2:**

This date is a bonus session for participants registered for the entire program. Participants will have the opportunity to present a piece of training they have developed for a panel of seasoned Workplace Learning Professionals. The panel will provide feedback and suggestions to the presenters. A graduation ceremony and catered lunch follows the graduation ceremony, offering participants an opportunity to network with each other and the panel.

Whether attending one, two, or all sessions, this year's Trainer's Institute was designed to offer something to seasoned Workplace Learning Professionals, those just getting started in the field, those hoping to launch a career, and anyone looking to increase their professional skills.

For more information about registering visit: <http://www.astdnebraska.org> or email Stephen Campbell at [directoreducation@astdnebraska.org](mailto:directoreducation@astdnebraska.org)

# Captivate Tips: Understanding Recording Modes

**Submitted by:** Melissa Turner

When recording a software simulation in Adobe Captivate, it's important to determine what type of lesson will best suit the needs of your learners. Do you want the learner to simply sit back and watch the lesson? Or do you want the learner to be able to interact with the lesson? Determining this up front will save you a lot of development time in the long run. Why? Because you can define Captivate's recording preferences to add standard objects (text captions, highlight boxes, click boxes, and text entry boxes) during the recording process so you don't have to add them manually later. Nice! Now the big question is: What recording mode should you use?

There are four recording modes in Adobe Captivate: Demo, Assessment, Training, and Custom. Each recording mode includes various combinations of standard objects. Let's take a look at each recording mode and its default objects.

## **Demo**

A demonstration is a non-interactive learning event. The learner is expected to watch, not interact. When you record a lesson in Demo mode, Captivate will record:

- Mouse movements
- Basic text captions ("Click Here")
- Highlight boxes

## **Assessment**

Assessments are interactive. The purpose of an assessment is to determine if the learner "gets it"...Does the learner know how to complete this task? Assessment mode includes interactive objects such as:

- Click boxes
- Failure captions
- Text entry boxes

(Notice this mode does not include any of the standard objects included in Demo mode. Remember, the purpose of a Demo is for the learner to watch the lesson; the purpose of an Assessment is for the learner to do the lesson).

### **Training**

The purpose of a training simulation is to provide gentle guidance. Like Assessment mode, Training mode is an interactive learning experience, but it includes an extra object that is not used in assessment mode by default: Hint captions. The objects that appear in Training mode by default include:

- Click boxes
- Failure captions
- Hint captions
- Text entry boxes

### **Custom**

Custom recording mode allows you to pick and choose the objects that you want to include in your recording.

For most of us, our needs fall somewhere in the middle. For instance, we may want Captivate to automatically include basic text captions and highlight boxes, but we may also want interactive objects such as click boxes as well. Luckily you can make changes to the default preferences.

To access the recording mode preferences:

1. Click Edit > Preferences. The Preferences dialog box opens.
2. In the left panel of the window, select Modes in the Recording group.
3. Select a Mode from the drop-down menu at the top of the dialog box.
4. Click the **Recording Mode** tab.

want to include in your recording.

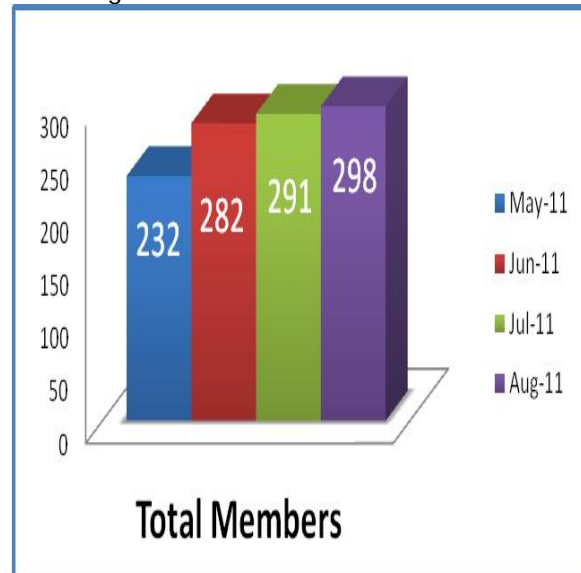
Note: You can also access the Preferences window from the Recording window by clicking the Settings button.

## Membership by the Numbers

**Submitted by: Ralph Wojcinski**

### *Numbers At-A-Glance:*

For the month of August 2011, our Chapter increased from 291 members to 298. Since May, membership has grown by 66 members! Thanks to all who renewed their memberships and to those who promote our Chapter to others outside of this organization!



### *ASTD National CORE:*

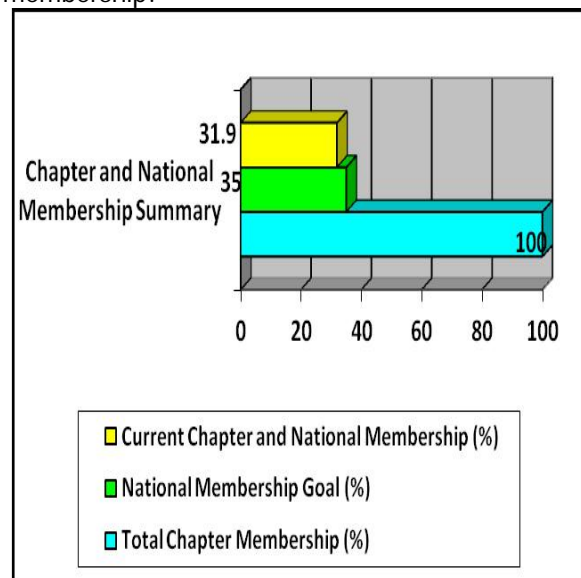
As mentioned in last month's newsletter, the CORE membership requirement for 2012 is that each Chapter sustains a minimum of 35% of its



Our Chapter has a goal to get a head start on next year's National membership goal of 35%. Currently, 95 of our 298 members are also ASTD National members. This equates to 31.9% joint membership.

The ASTD National website has a web tour that points out the benefits of becoming a member at the National level. Click on this [link](#) to view.

Below is a comparison of our current joint membership with ASTD National and our joint membership goal, relative to our total Chapter membership:



To learn more about ASTD Chapter Operating Requirements, visit [here](#).

Consider becoming an ASTD National member- there are some great benefits to having this joint membership! You can learn more about the benefits of joining ASTD National at: <http://www.astd.org/membership/reasonsToJoin>

If you have any ideas for increasing our Chapter's membership, our ASTD National membership, or to learn more about joint membership, contact: Ralph Wojcinski, Director of Membership, at 402-250-6764 or [directormembership@astdnebraska.org](mailto:directormembership@astdnebraska.org)

# Aesthetic Education

**Submitted by: Cynthia Way**

There are many ways to impact training participants. Using aesthetic education, when combined with the right circumstances, can impact the being. At a minimum, aesthetic education methods can cause further contemplation and reflection by creating mindfulness through a cathartic reaction.

Maxine Greene defined aesthetic education as "...an intentional undertaking designed to nurture appreciative, reflective, cultural, and participatory engagements with the arts by enabling learners to notice what there is to be noticed, and to lend works of art in their lives in such a way that they can achieve them as variously meaningful." In other words, aesthetic education uses art as the medium to promote deeper philosophical conversations for regular training topics such as leadership, management, diversity, communication, and managing change.

Through aesthetic education, participants can learn to be intentionally self-aware of their sensory experiences as a result of experiencing the art. Art, of course, encompasses a broader term to include a variety of applications of human creative skill, imagination, and experience. Examples of art consist of the performing arts (i.e., opera, plays, improv, mime), music, storytelling, literature/novels, movies, poetry, paintings, drawings, or sculptures. The key is to make the art relatable to the participants.

David Whyte is a master of mindfulness. Read the below poem.

**Lost**  
by David Whyte

Stand still.

The trees ahead and the bushes beside you  
Are not lost.

Wherever you are is called Here,  
And you must treat it as a powerful stranger,  
Must ask permission to know it and be known.  
The forest breathes. Listen. It answers,  
I have made this place around you,  
If you leave it you may come back again, saying  
Here.

No two trees are the same to Raven.

No two branches are the same to Wren.

If what a tree or a bush does is lost on you,  
You are surely lost. Stand still.

The forest knows Where you are.

You must let it find you.

Business leaders and artists have parallel creative thinking patterns. Leadership is a form of art, requiring the perception to negotiate through unknown circumstances with unclear endings. Successful leaders use the same skills as performing artists, including sensibility, judgment, imagination, and timing. Art facilitates people's understanding of themselves in a new way, resulting in a broader consciousness to their environment, the people around them, and the system as a whole. This can enable an increase in flexibility to adapt behaviors to the situation, seek balance, and find meaningful and productive resolutions.

**Now, scroll up and read David Whyte's "Lost" poem again.**

This time, however, read it through the context of a brand new manager who is trying to find his way through the system, the job, the people, and the chaos, all while trying to discern the best methods to lead his team. What is the poem telling the person who is "lost in the woods?" Why is that similar to the work environment?

The poem will mean different things to different people. To me, I see the forest as the system and where I am is exactly where I am supposed to be. It is normal and okay to experience the feeling of chaos and stress. In the woods, we may pass the same branch more than once, but

business we may encounter similar circumstances or opportunities and see them in a different way each time, thus allowing us to change our paths and directions. Rethink the meaning of lost. We may not know where we are, but we are moving forward and learning with every step.

What the poem means to you is for you to decide. Start your next class with a poem, a song, or painting...see what happens.

Ciantis, C. D. (1996). What does drawing my hand have to do with leadership? A look at the process of leaders becoming artists. *Journal of Aesthetic Education*, 30 (4), 87-97.

Dewey, J. (1934). *Art as Experience*. New York, NY: The Berkeley Publishing Group.

Greene, M. (2001). *Variation on a blue guitar: The Lincoln Center Institute lectures on aesthetic education*. New York, NY: Teachers College Press.

Whyte, D. (1996). *The heart aroused -Poetry and the preservation of the soul in corporate America*. New York, NY: Currency Doubleday.

## Welcome New and Renewing Members

**Michelle Anthony**, Centris Federal Credit Union

**Liz Bradley**, Bellevue University

**Donna Dechant**, The Skilz Group

**Vanessa Erwin**, Omaha Public Power District

**Lindsey Feilner**, C & A Industries, Inc.

**Troy Florance**, The Maids International

**Susie Kaufhold**, Blue Cross Blue Shield of Nebraska

**Michelle Koester**, Right At Home

**Jenny Murnane**, Capital Analytics

**Stephanie Neal**, Centris Federal Credit Union

**Colleen Ruvalcaba**, Mutual of Omaha

Denise Seaman, Railway Educational Bureau  
Craig Wiberg, MGMA  
Allyson Yung, Farm Credit Services of America

## Thank You to Our Sponsors

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Calendar

**Trainer's Institute 2011: 5 Session Package**

**Day:** Wednesday, October 5, 12, 19, 26, November 2

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

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

**Trainer's Institute 2011: The ADDIE Model and Adult Learning Principles and Needs Assessment**

**Day:** Wednesday, October 5

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

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

**Trainer's Institute 2011: Evaluating Training and Implementation - Presentation Essentials**

**Day:** Wednesday, October 12

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

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

**Leadership Development Panel Discussion**

**Day:** Wednesday, October 12

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

**Location:** Scott Conference Center, Omaha, NE

**Trainer's Institute 2011: Training Design and Development with Workshop**

**Day:** Wednesday, October 19

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

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

**Webcasts: Sit Down, Shut-up, and Pay Attention**

**Day:** Thursday, October 20

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

**Location:** Southeast Community College Continuing Education Center, Lincoln, NE

**Multimedia for Instructional Designers  
Certificate Program**

**Day:** Monday, October 24 - Tuesday,  
October 25

**Time:** 8:30 a.m. - 4:30 p.m.

**Location:** Southeast Community College  
Continuing Education Center, Lincoln, NE

**Trainer's Institute 2011: eLearning  
Principles with Hands-on Workshop**

**Day:** Wednesday, October 26

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

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

**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

**Performance Consulting**

**Day:** Wednesday, November 9

**Time:** 7:30 a.m. - 9:00 a.m.

**Location:** Scott Conference Center, Omaha,  
NE