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# NEBRASKA CHAPTER Association for Talent Development

## February Newsletter

**Dear Contact,**

Happy February!

As we anxiously wait on our good friend, Punxsutawney Phil, to let us know if there will be 6 more weeks of winter, we have something just as exciting to look forward to! Tom Kuhlmann, author of the Rapid eLearning Blog, is coming to Omaha! What an exciting opportunity to learn from one of the best in the field of eLearning! See below and our [website](#) for more details!

Don't miss the information in this newsletter regarding the updates you will see on our newly updated website, as well as read how one person's involvement with the ATD Board helped him with his future employment!

2015 has only just begun. Stay tuned for more exciting information and events to come!

Sincerely,

Sandi Knowski  
Director of Communication

## Tom Kuhlmann Is Coming to Omaha

Take a look at the article below from our February presenter, Tom Kuhlmann. Don't delay! Get registered for one or both days today!

### Why Building Interactive eLearning is a Two-step Process



## February 2015

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Omaha's local chapter of the American Society for Training and Development.

ASTD Nebraska is an organization dedicated to providing professional development for its members to improve workplace learning and performance.



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Thank you [Union Pacific](#) for sponsoring our February program!

By Tom Kuhlmann  
October 14, 2014

How do you define interactive eLearning? It's a question I ask clients when they tell me they want an interactive eLearning course. Usually they define interactive eLearning with what we normally consider the "bells and whistles." Often they mention things like fancy buttons that change colors and rollover effects. Sometimes we laugh those off as superfluous or unnecessary interactions. But they do play an important role in interactive eLearning. But they're only part of the interactive eLearning process.

### Step 1: Interactive eLearning Requires Onscreen Actions

One goal of interactive eLearning is to craft an immersive experience. The course's visual design needs to be contextual. It's **something we've reviewed before**. For example, if you're doing a course on operating room technology, you want to bring the learner into the operating room. You can do part of this by **tapping into your visual voice** and crafting a visually immersive screen.

Another way to create an immersive experience is to have the users interact with onscreen elements or "touch the screen." We discussed this earlier in a **blog post on how to touch the screen**. Touching the screen is key. It's also NOT an either/or option. Regardless of how you design your course's interactions, the learner is going to interact with it. You'll either offer options to click, hover, or drag. And since that's the case, you need to make sure that those onscreen interactions contribute to a high value, interactive experience that pulls the learner into the course.

### Step 2: Interactive eLearning Requires In-brain Actions

Interacting with onscreen elements is an important part of eLearning course design. However, the ultimate goal of your course is to meet specific learning objectives. So in that sense, I define interactive eLearning as getting the learner to interact with the content. This is more than visual and tactile interactions. It includes them processing what they learn and demonstrating understanding.

Here are a few keys to crafting the right interactive experience:

- Develop clear learning objectives. Why are they taking the course and what do you expect of them when they're done? Here's a good starting point to **learn more about**

### **creating good learning objectives.**

- Have the learners prove their understanding. With clear objectives you can develop a means for the learner to demonstrate what they've learned and their current level of understanding. This is more than a simple multiple choice quiz. Instead it's the course's **activities and decision-making scenarios** that prove what they know.
- Place their learning in a relevant context. Many eLearning courses rely too much on information and not enough on performance. One way to avoid this trap is to frame the content in a context that is real to the learners. And then present the learning experience in a way that mirrors the way they work and the types of decisions they need to make. Here's a post on **how to switch from information to performance-based learning**.

Interactive eLearning engages the learner. You can engage their senses to craft an immersive experience - make it look great and provide lots of onscreen interactivity. But you can't stop there. You also need to get them to process the information. Place them in a relevant context and get them to make the types of decisions they'd make in real life.

Combine "touch the screen" interactivity with great decision-making and you're on your way to building great eLearning courses. What do you think?

## **A Look Back and the Road Ahead**

**Submitted by: Jon Titus**

What can you get out of your membership with ATD Nebraska? Let me tell you a little story about my experience, and I'll bet you can pick up on a thing or two that will work as well for you as it did for me...

I became a local member in 2011. That was when I joined Mutual of Omaha as a Sr. Training Specialist. My manager told me that she was a member, and she encouraged other trainers to join for professional affiliation, best practices, and - most of all - individual professional development.

The best companies that I've worked for have made a true effort to keep employees on the path of development and continued learning - period (it doesn't matter if you are in your first year or your last year before retirement). ATD Nebraska is a great source for filling in your individual development plan.

I picked a couple **programs to attend** and I watched for the newsletter and any emails about how I could get more involved.

It wasn't too long before an email did appear from my Concierge (a member assigned to a small group of us to help point out important amenities).

The email gave some great insights into the **upcoming events for the month**, and then it recommended some volunteer opportunities that could both a) take advantage of my talents and b) provide me with further experience in this industry. Some volunteer jobs were long term, but most required just a little bit of my time, which suited me very well.

The one that appealed to me the most was the Resume Review Team. Once or twice a month, a local member takes advantage of the free service the Chapter offers to help its members brush up on their resumes. A member need only submit a current resume, along with the goals he or she wishes to achieve, to **[directorcareerresources@atdnebraska.org](mailto:directorcareerresources@atdnebraska.org)**.

Then a team of reviewers confidentially critiques the resume and offers advice on content, format, verbiage, and so on. I joined the review team, and the following year there was an opening on the board of directors. I became the Director of Career Resources, and joined an active, high-achieving board that wins accolades from our international organization year after year. In joining the board, I also improved my membership beyond the local level. Mutual of Omaha invested in what is now called the Power Member level, and I had new access to the website and resources of our parent organization. I was able to speak about our Concierge program at a conference in D.C. for Chapter Leaders. Then I spent a year as the Director of Engagement (helping to run the Concierge program).

I joined our free 10-week study group (a \$1,000 value!) to prepare for the CPLP, and I was awarded a scholarship that covered half of the exam. The Chapter also shared the study materials, which would have cost me another \$450 if I had been on my own. A new study group is forming now. Please email **[directorcertification@atdnebraska.org](mailto:directorcertification@atdnebraska.org)** to inquire about joining in.

## **Professional Development: It's Not a One-Time Thing**

**Submitted by: Michelle Anthony**

Professional development isn't a one-time thing; it should be a continuous part of your talent management career. Make it a priority to assess and improve your skill set, and you'll increase your confidence, value, and enhance your future career prospects.

Professional development encompasses all types of facilitated learning opportunities including earning credentials, conferences, and informational learning opportunities. There are a variety of approaches to professional development including consultation, coaching, communities of practice, mentoring, reflective supervision, and technical assistance.

ATD Nebraska is committed to your professional development. We offer a variety of ways to increase your knowledge and skills. You can volunteer on various committees, become CPLP certified, become a mentor, or be mentored. ATD Nebraska also offers monthly programs and networking opportunities. Let your membership work for you. To become involved contact us at [ContactUs@atdnebraska.org](mailto:ContactUs@atdnebraska.org).

## What's Up With YOU?

**Submitted by: Erica Juno**

You may have noticed there are a lot of changes going on with ATD Nebraska. One is a brand new look and feel to our website. Part of this new look and feel is a voting section. We will be asking YOU, the members of ATD Nebraska, what's up with you. This is a fun and quick way for us to hear from you and for you to see what is up with other members. If you have a question you would like to have answered by the membership, you can submit it to [directorengagement@atdnebraska.org](mailto:directorengagement@atdnebraska.org). We can't guarantee all questions will appear in the voting box, but we will try!



Did you make a New Years Resolution?

Yes

No

**Vote**

Powered by QuestionPro

## New and Renewing Members

**Randy Ables**, Cargill  
**Cynthia Adams**, Booz Allen Hamilton  
**Kelly Arnold**, Markel FirstComp  
**Alexia Arroyo**, Hyatt Hotels and Resorts  
**Bridget Barnes**, Father Flanagan's Boys Home  
**Lisa Barth**, Fremont Health  
**Brian Brundige**, The Railway Educational Bureau  
**Marti Carrington**, Union Pacific Railroad  
**Melissa Carver**, Hyatt Hotels and Resorts  
**D.J. DeyErmand**, Infogroup  
**Jack Dillon**, Infogroup  
**Connee Geise**, Solutionary  
**Jeremy Haecker**, Creighton University  
**Kari Harris**, Hyatt Hotels and Resorts  
**Doug Hayko**, Hyatt Hotels Corporation  
**LaLeesha Haynes**, Union Pacific  
**Danette Hester**, Hyatt Hotels and Resorts  
**Danielle Hinzy**, Hyatt Hotels and Resorts  
**Jill Idelman**, C&A Industries  
**Carrie Jensen**, Union Pacific Railroad  
**Nichole Jensen**, Hyatt Hotels and Resorts  
**Jaclyn Johnson**, Hyatt Hotels and Resorts  
**Dan Jones**, Hyatt Hotels and Resorts  
**Ericka Juno**, Union Pacific Railroad  
**Cat King**, Union Pacific Railroad  
**June Kowalewski**, Bank of the West  
**Jennifer Labrie**, Hyatt Hotels and Resorts  
**Ralph Lassiter Sr.**, TouchStone Strategic Consultants  
**Ann Lorenzo**, Union Pacific Railroad  
**Leann McGrane**, Markel FirstComp  
**Kami Morton**, Hyatt Hotels and Resorts  
**Brenda Norton**, Walgreens  
**Susan Olson**, HDR Inc.  
**Shari Owen**, ConAgra Foods  
**Angela Quinley**, Union Pacific Railroad  
**Caitlyn Rathfon**, Hyatt Hotels and Resorts  
**Kim Seidman**, Markel FirstComp  
**John Spehn**, Union Pacific Railroad  
**Jan Stukenholtz**, Union Pacific Railroad  
**Benjamin Tiefenthaler**, Hyatt Hotels and Resorts  
**Jon Titus**, Bellevue University  
**Melissa Turner**, Home Instead Senior Care Inc.  
**Jennifer Wichern**, Infogroup  
**Danielle Wilcox**, Solutionary  
**Teresa Gan Wolfe**, Carlson  
**Elizabeth Wojcinski**, Hyatt Hotels and Resorts  
**Ralph Wojcinski**, Bellevue University

# Calendar of Events



## [How to Build Interactive eLearning](#)

**Day: Tuesday, February 10**

Time: 8:30 a.m. - 5:00 p.m.

Location: Scott Conference Center, 6450 Pine Street, Omaha, NE 68106

## [How to Use Articulate Storyline to Build Interactive eLearning](#)

**Day: Wednesday, February 11**

Time: 8:30 a.m. - 4:00 p.m.

Location: Scott Conference Center, 6450 Pine Street, Omaha, NE 68106



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