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## September 2016 Newsletter

The uproar of the beginning of a new school year is coming to a steady pace as everyone settles in to their new roles. The beginnings of cooler temperatures and football signify that autumn is fast approaching us. Fall's a great time to take on new challenges and we, as trainers, also love to learn. This is why the Trainer's Institute comes at perfect timing and runs weekly in September and October. What's so great is you can sign up for as few or as many days as will benefit you. Make sure and visit the website to see what's in the works this year!

### What's Happening in September?

**The Trainer's Institute Begins!**

**September Program:** September 14: *How Mobile Can Enhance Training*

**September Meetup:** September 27: *ATD Nebraska Meetup at Spirit World*

### Watch for it in October...

**Trainer's Institute Continues!**

Shonda Walker, Director of Communications

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## September Quick Links

**New to ATD Nebraska?**

**Getting People to Accept Your Invitation**

**The Impact of Social Media Training**

**ATD Nebraska September Meetup at Spirit world**



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## **New to ATD Nebraska?**

**Written by: Ericka Juno, VP of Membership**

As a new member of ATD Nebraska, you are eligible for one free program (up to a \$20 value).

When you go to register for the program, enter your email address and the verification. Then select "New Member - Free."

- \* Registration  **ATD Lincoln Member (Early Bird) - \$20.00 (USD)**  
 (Registration code required)  
For ATD Lincoln members
- ATD Nebraska Member (Early Bird) - \$20.00 (USD)**  
For ATD Nebraska members
-   **New Member - Free**  
This option is for new members to take advantage of their one-time free event coupon.
- Non-Member - \$35.00 (USD)**

That's it.

Any questions? Contact our [Director of Engagement](#).

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## Our Sponsors!



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With over 250 members, we reach a variety of workplace learning and performance decision-makers. The Nebraska Chapter offers a monthly program sponsorship package or you can customize your own.

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## Please Take My Survey: Getting People to Accept Your Invitation

Written by: Krishna Clay, President Elect

I discovered a blog post today on ResearchRockstar.com that discusses ways to encourage people to complete your surveys. I don't know about you, but we struggle with this at my company. Our L&D team truly wants to know what people think of our courses! Our team just created a new fantastic questionnaire (well, in our opinion it is fantastic). Now, how can we get people to actually take it?

According to this post, the way you present your invitation is key. The author, Kathryn Korostoff, suggests three questions you must answer for the invitees: Why should I take the time to complete the survey? What's in it for me? Is it going to be annoying?

Here's the link if you'd like to read the entire post: <http://www.researchrockstar.com/please-take-my-survey-getting-people-to-accept-your-invitation/>

In keeping with the spirit of the research I did for my job to develop our new survey, I decided to take these changes to the ATD Nebraska Board to request we completely change up our annual membership survey. And we have! In the coming weeks, you will be receiving a link to complete a survey about what you value in your ATD Nebraska membership. So, let me answer those questions for you.

**Why should you take the time to complete the survey?** This is *your* chapter! The group of volunteers who are your Board of Directors want to know what you need. Your input will help us to improve the services that we provide to you. As we plan our 2017 goals, we will be reviewing the results of the survey to help guide us. Without your feedback, you may not see the things you need to help develop your career.

**What's in it for me?** How about a chance to win a gift card? Well, that's what's up for grabs if you complete this year's survey. From all survey entries, five individuals will win a \$10 gift card.

But, don't stress out about us putting your name with your survey results. There will be a link to a separate entry for the gift card drawing at the end of the membership survey. Completely anonymous!

**Is it going to be annoying?** If you have completed the survey in the past, you know there were a LOT of questions. We have made a serious effort to decrease that number. We'll be asking you about the value of our events, communications, and career development opportunities and if, or how, your ATD Nebraska involvement is supported by your employer. Should take five minutes or less!

The ATD Nebraska Board of Directors looks forward to hearing your thoughts on your chapter!

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## **The Impact of Social Media Training**

**Submitted by: Teresa Gan Wolfe, Director of Marketing**

**Written by: Sarah Goodall**

In our hyper-connected world, social media is becoming an essential tool for advocacy. However, social media efforts need to be controlled, well thought out, and regulated. To accomplish this, employees must be trained, which not only ensures a common voice across social media platforms, but also makes those efforts more powerful. On average, employees trained in social media strategy are three times more likely to start sharing brand content in the first place, double the amount of that content, yield three times as many impressions, and generate 50 percent more clicks than untrained employees.

This is mostly because well-trained employees have spent time building a quality network and understand the importance of relevant content. Trained employees are more credible and retain that credibility through engagement and active participation. "People are so fearful of getting out there in social media, but once they do it, and they get comfortable, it's amazing the pivot they make," says Nolan Carleton at AT&T. "Make sure whatever materials you have about your program are fun and engaging. Don't make your program any scarier than it needs to be."

View source: [Business 2 Community](#)

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take our poll!



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## Upcoming Events!

September 14: How Mobile Can Enhance Training

September-October Trainer's Institute Package Deals

## **FREE ATD Nebraska Meetup Details**

**What:** ATD Nebraska Meet-Up

**When:** Tuesday, September 27, 2016, 5:00-7:00 p.m.

**Where:** Spirit World at Aksarben Village, Omaha, NE

**Who:** Any member of ATD Nebraska; and feel free to bring an interested friend!

**Price:** Free for both members and non-members. Food and drink are on your own.

**Please register by Monday, September 26.**

**A drawing for a free program will take place at the end of the meet-up!**

Come join the ATD Nebraska Membership Team and feed your soul with conversation among like-minded professionals in the talent development field.

If you have any questions or would like more information, please email Lesa Deeker at [DirectorCareerResources@atdnebraska.org](mailto:DirectorCareerResources@atdnebraska.org)

## **New and Renewing Members**

### **Welcome New and Renewing Members**

**Halee Bell**, Mutual of Omaha

**Sean Bilodeau**, RSM US LLP

**Tamala Branson**

**Maria Carrasco**, Omaha Steaks

**Lesa Deeker**, Best Care EAP

**Tamara Dowling**, Lincoln Financial Group

**Kaylea Dunn**, Olsson Associates

**Natalie Ellis**, Omaha Steaks

**John Evans**, PayPal

**Kaitlyn Grashorn**, C&A Industries

**Matt Johnson**, Collaborative Industries

**Vicki Pruch**, Mutual of Omaha

**Kristi Rutledge**, Mutual of Omaha

**Nicholas Schuler**, Mutual of Omaha

**Jennifer Skibbe**, Mutual of Omaha

**Taylor Stenneche**, C&A Industries

**Carly Tefft**, C&A Industries

**Amber Watts**, C&A Industries

**Courtney Young**, PayPal

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