

ISSUE

1

February  
2015



# FLAME



<http://www.arkansaschapter.astd.org>

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## A Message From Our Chapter President:



**Welcome to the re-birth of "The Flame"!** Thanks for your patience as our Board for 2015 gears up for a busy, productive year. I'm excited

about our new opportunities as the Arkansas Association for Talent Development, and our more inclusive national organization and local chapter. We are no longer limited to training and development professionals, we can now include all aspects of talent development, including human resources, recruitment, training, workplace psychologists, benefits coordinators, and any others building their organization's talent pool. If you know others in the talent development field that would benefit from this broad focus, please invite them to our next chapter meeting. We are revamping our

website to meet the new challenges of the Talent Development and our efforts to support our Mission and Vision. As always, I am eager to hear your ideas, suggestions, and concerns as we grow our membership and increase our benefits to our members and their organizations. I hope I'll see you at our February 17 at our chapter meeting!

**Register by February 13th to take advantage of the \$5 Early Bird Registration discount:**

<https://www.eventbrite.com/e/chapter-meeting-instructional-design-best-practices-why-quality-matters-tickets->



Join us for our February chapter meeting!



## The Benefits of attending ATD Chapter meetings:

- Networking Opportunities
- Professional Knowledge
- Enhance Training Skills
- Growth Opportunities
- Monthly Meetings
- Great Speakers
- Excellent Location
- Fine Food

## Sharonda Lipscomb



Sharonda is an Instructional Designer and the Professional Development Coordinator with the University of Arkansas at Little Rock's Scholarly Technology and Resources, or "STaR" program. The STaR Office provides instructional design and course development assistance for all UALR instructors using online learning technologies. STaR provides a full-blown course development process and quality assurance resources. Sharonda is an adjunct for the Educational Leadership Department in Learning Systems Technology Education (LSTE) Online Program.

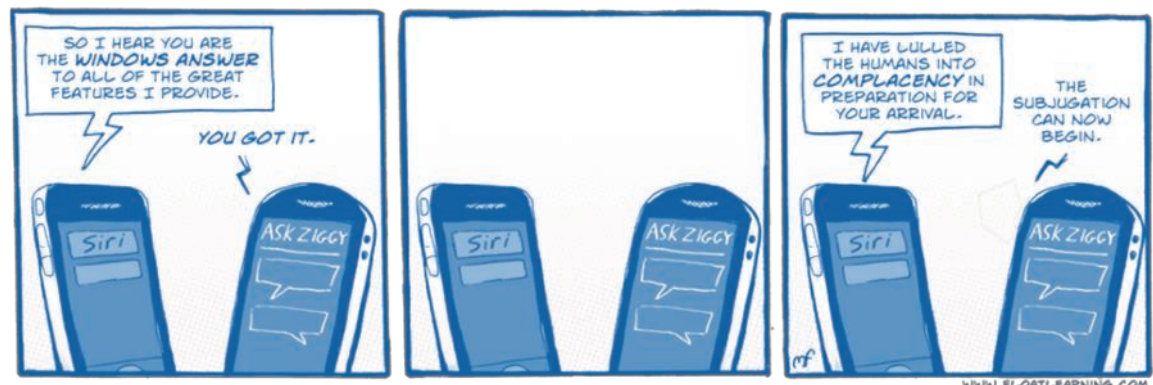
### *Instructional Design Best Practices: Why Quality Matters*

Sharonda Lipscomb will present the University of Arkansas at Little Rock's Scholarly Technology and Resources, or "STaR" program. She will discuss UALR's Instructional Design Best Practices, which range from industry standard techniques to lessons learned the hard way. Using today's modern technology, instructors are given all the tools needed to successfully deliver courses online and then to continuously improve their courses. The Quality Matters process guides instructors through self-review, and peer review. There is even a rubric developed to gauge adherence to pre-established standards.

### Coming In March:

### *Building Trust In The Workplace*

### Jason Jolley, Franklin-Covey



Looking for a committee to join?

Look no more—Join the newsletter team and put your skills to work!

Give us a hand, email us at

[www.arkansasastd@hotmail.com](http://www.arkansasastd@hotmail.com)





## There's an App for that....

Float has been in business since February 2010 with the mission of providing focused expertise and dedicated thought leadership to clients who wanted assistance in the nascent mobile learning industry. Through our research, client work and relationships with leading mobile technologies, Float continues to be the only mobile learning consulting firm that combines strategy, mobile application development, and technical know-how that guides organizations to harness the power of mobile learning.

## Mobile Learning in the Real World

Float works with lead-

ing organizations to help them support employee performance and build brand advocacy through learning. Float recognizes that with the pervasive, ubiquitous usage of smartphones and tablets, the ability for a person to be mobile (away from a corporate, school or home location) and still learn is more critical than ever. The key to effective mobile learning is to make it easy to use and contextually right for the user. Corporations are constantly seeking opportunities to do more with less. Mobile learning represents a significant jump forward in the ability of corporations to do just that.

## Basic Tenets of Good Mobile Learning

mLearning is easy to use, contextual, simple and elegant mLearning

is **NOT** usually eLearning courseware on a mobile device mLearning is bite-sized, train-stop sized, waiting-room sized, job-site sized mLearning may or may not have an assessment component, but can still be measured

mLearning does not necessarily require a smartphone or any GUI at all, for that matter

Learn more about Float Apps at: [www.floatlearning.com](http://www.floatlearning.com)

## EYE ON IT



Wondering how to become a Certified Professional in Learning and Performance? While it's the ASTD Certification Institute that provides the CPLP® program, CPLP® exams, and the assessment process, it's ASTD that will set you up with the right preparatory training materials programs.

There are no required study materials to prepare for the CPLP®, but here are the resources offered by ASTD to help you prepare:

- ◆ **CPLP Study Prep Workshop**
- ◆ **CPLP Prep Online**

## MEMBERSHIP

### Renewal

Join-Learn-Benefit

### Option 1: Mail

Mail your payment to:

**Arkansas Chapter of ATD,  
PO Box 3642, Little Rock  
AR 72203-3642**

**ATTN: Membership**

### Option 2: Credit Card

Log onto our chapter website at

**http://  
www.arkansaschapter.astd.org/**



## This Month's Training Tip



### A song for my Trainer?

Ask people to make up a poem or a song about the topic. If you have time, you could even ask them to work out an accompaniment using objects to make music ( e.g. percussion on the waste paper bin ) and add a dance routine.

All these things will add variety and enjoyment to your training and, at the same time, will increase the chances of your learners retaining what they've learned. Using variety will also help you to make sure people with different learning styles can

access the material.

Do get the group involved as much as possible because this will make all the difference in the impact of the learning. Also, you'll be amazed at people's creativity. Whenever I ask groups to come up with ideas for visuals, songs, sketches, etc. I'm always surprised at the things they come up with and they're often far more creative and interesting than anything I would have thought up myself.



**DID YOU KNOW?**

When you buy something on [www.astd.org](http://www.astd.org) using our chapter source code **CH7037**, ASTD will donate a percentage of your purchase to the chapter?

**ANNOUNCEMENTS & UPCOMING EVENTS**

***Our Vision***

To be a Workplace Learning and Performance Leader in Arkansas

***Our Mission***

To connect people and resources in the field of Workplace Learning and Performance by providing professional and development opportunities.

**February Chapter Meeting, February 17th**

**NLR Chamber Building, 11:30 am**

**March Board Meeting, March 3rd**

**Community Bakery, 5:30 pm**

**March Chapter Meeting, March 17th**

**NLR Chamber Building, 11:30 am**

