2010 SOS Submission: KC ASTD
Back to Basics Brown Bag Series

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Chapter Name: KC-ASTD
Chapter ID: CH6027
Chapter Location: Kansas City, MO
Chapter Membership Size: 142

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Description of Effort: In response to requests from members, KC-ASTD began hosting a Back to Basics (B2B) brown bag training series in February, 2009. Each class provides an hour and half of instruction on a basic training and development skill (e.g., making training more engaging, basics of instructional design, presentation skills, performance consulting, etc.) Classes are taught bi-monthly at various locations around the city, over the lunch hour (11:30am-1pm). Each course was developed and delivered by a chapter member subject matter expert. For the second year those same instructors were asked to deliver again, and all have agreed to do so. The cost to attend is $25 for members and $40 for non-members.

There are six classes in the series:
#1 Basics of Instructional Design – The ADDIE Model
#2 Making Training More Exciting: Lively up Your Learning!
#3 Inside the Learning Zone (The Adult Learning Environment)
#4 Inside the Learning Zone Online
#5 Evaluating Training
#6 Learning Styles & Adult Learning Principles

Need Addressed: Provide professional development for workplace learning professionals on basic training development and delivery skills.

Does this effort align with your chapter mission? Yes, our chapter mission is to provide quality services for individuals of diverse backgrounds within the professions of human resource, training, career and organizational development. This program is designed to do that by providing an opportunity to learn or hone skills. We also give chapter members an opportunity for development by either being part of the committee for this program or by developing and delivering one of the classes.

Does this effort align with ASTD's mission? Yes. These courses create a world that works better by providing opportunities to learn or enhance basic skills. Additionally, the topics are tied to the AOE (areas of expertise) identified by ASTD for WLP.

Target Audience: Those new to training, those in transition from another role to training, those who want to refresh basic workplace learning and performance skills.

Costs/Resource Use: Cost initially included a $50 stipend for each course to be developed and delivered, as well as the cost of handouts for each session (except the online course where handouts were emailed). In its second year (and presumably going forward) we pay a $25 stipend to the person who delivers the course. We decided to provide a stipend so that the ownership of the programs stays with the chapter. Remaining efforts are done by volunteer hours, both among board members who formed the committee

and other volunteers from time to time. Training facilitates were donated by local chapter member organizations.

How did you implement? A proposal was presented to the board for review and approval. A committee was formed and a project plan developed. The criteria for developing and delivering courses was outlined and publicized. We then solicited for developers/facilitators via an email to members, by a posting on our site, and requests at meetings. There was an application process, where interested developers were asked to provide credentials demonstrating they had subject matter expertise. We promoted the series at chapter meetings as well as via email and on our website. The board member who oversaw this effort (currently Past President, at that time President) communicated with the developers, created communications, and coordinated all processes.

What were the Outcomes? We achieved a chapter goal of diversifying our revenue streams. We had attendance of from 14-25 attendees for each course, including several non-members. We generated over $2,300 in revenue from this program. It created another professional development opportunity beyond our monthly meetings and annual major event for members to attend. And the program gave six chapter members an opportunity to develop and deliver a course to their peers. We received many positive comments on the feedback forms and at chapter meetings.

Lessons Learned:
- The response we have gotten to the series reinforced the comments we received on member surveys: there is a strong need in the WLP community for more information about the "basics."
- To make program management more efficient, have a committee chair to run the program. We did have a committee but it was three very busy board members, and it would have been better to have recruited more volunteers. As this was the first year for the program though we felt okay starting off that way, as the program needed shepherding by the board to ensure it met our goals.
- Use a process checklist. We did this somewhat on the fly, after initially setting up the program. Having one person coordinate worked okay, but it would be better to have more volunteers to split up the tasks. For example, have one person onsite at each event doing registration. Have one person liaison with instructors. Have one person sending reminders, etc.
- Don't provide a meal. We didn't and I think that was a good call. It adds to the cost as well as the logistics and coordination efforts. No one seemed to miss it or request it. We did these "brown bag" style and that was very effective.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice: reviewed the mission to validate that this program was consistent with that message.

Please email completed forms to SOS@astd.org along with any supporting documents.