



## 2010 SOS Submission: Bay Colonies Celebrating Employee Learning Week – It's Fun and Easy

**Submission Date:** 2010-10-07 16:47:26

**Chapter Name:** Bay Colonies

**Chapter ID:** CH1113

**Chapter Location:** Providence, RI

**Chapter Membership Size:** Medium (101 - 300)

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**Chapter Title:** VP of Finance

**Chapter Website URL:** <http://www.baycolonies.org>

**Description of Effort:** Provide our membership with tips, resources and articles about the benefits of learning and ideas on how to celebrate employee learning week

**Need Addressed:** Educate our Chapter members about Employee Learning Week

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** ASTD Bay Colonies Membership and non-members

**Costs/Resource Use:** Cost was minimal. Volunteer resources were also minimal. To celebrate Employee Learning Week, we took the following actions using the resources at:

<http://employeelearningweek.org/materials.html>

1. ELW Banner was put on both our Chapter web page and our Linked In page.
2. At our Chapter meeting we shared details about ELW. We distributed a one page document with ideas and suggestions for our members to celebrate at their organizations, universities, and/or with clients.
3. Contacted the local newspapers using the press release template.
4. Secured a proclamation from the Governor using the template.
5. Crafted 5 one-page quick hits about employee learning to email out to members – one each day of ELW.

**How did you implement?** We kicked it off at a Chapter meeting using the materials provided, and included some additional tips.

Using the resources provided by National, we reached out to our Governor and secured a proclamation from the State of Rhode Island (attached).

E-blasts called: Employee Learning Week - Today's Learning & Development Tip of the Day! were sent to entire email list (members and non-members) with a different article each day of the week. Articles ranged from talent management to measurement and evaluation. Below is the text from the introductory email sent on day 1 of Employee Learning Week:

Governor Donald L. Carcieri announces a Gubernatorial Proclamation:

December 7 - 11, 2009 is Employee Learning Week.

We are very pleased that Governor Carcieri has acknowledged that "a knowledgeable, skilled workforce is critical to the success of both organizations and businesses, and to growing and sustaining a long-term competitive advantage."

The ASTD Bay Colonies Board of Directors hope that you take time this Employee Learning Week to rededicate yourself to employee learning and to demonstrate your personal commitment to workforce development.

Each day this week, look for an email from us with useful tips and information about learning and development (see today's tip below). We hope that you share this information within your organization as part of your celebration of Employee Learning Week!

Jamie Millard  
President, ASTD Bay Colonies Chapter

In addition, shared with Chapter what one organization did to celebrate including:

- Recognizing the work of the training team. Attached is the Certificate of Appreciation presented to each during a team meeting.
- Celebrating the top employees in the organization that enhanced their skills – both ILT and WBT course completions via recognition in internal newsletter.
- Leadership consultant attended all the manager meetings during that month as a follow up to earlier talent review discussions. Recommendations were made regarding learning opportunities to address those gaps.
- Utilize closed circuit TV system in building of 600 or so employees to showcase a PowerPoint presentation outlining the learning and development tools and resources available to employees.

**What were the Outcomes?** E-blasts were well received by membership. Employee Learning Week was celebrated in the Chapter and at several local businesses and universities. The consultants in our membership ranks were able to use Employee Learning Week as a "reason" to reach out to their current clients and potential clients.

**Lessons Learned:** Start early! - We found we were rushed at the end trying to secure articles and had a tight turnaround for the Governor's office to get the proclamation.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:**

Employee Learning Week session conducted by Tanya Ross-Lane at ALC conference  
ELW website: <http://www.employeelearningweek.org/>