

## Instructional Systems Design (ISD) Boot Camp

*Third Saturdays, 9:00 am – 12:00 pm  
Langley Federal Credit Union (LFCU)  
Member Education Center  
11742 Jefferson Ave  
Newport News, VA 23606*



### Why ISD? Why ADDIE?

The practice of **Instructional Systems Design (ISD)** provides a means to determine the who, what, when, where, why, and how of a learning intervention. This systemic approach provides an orderly process for successfully meeting organizational, group and individual training needs.

**ADDIE** stands for **Analysis, Design, Development, Implementation, and Evaluation**, the five key components of ISD. While there are many models of ISD available, ADDIE provides a comprehensive method for introducing the concepts and practices.

### Why attend ISD Boot Camp?

- **Enhancing your skills**

*Whether you are new to a training role or want to expand your expertise in other aspects of learning and performance, ISD Boot Camp provides a comprehensive overview of ISD and ADDIE, and an opportunity to learn from practicing professionals.*

- **Enhancing your career progression**

*Ongoing professional development is key to career progression. ISD Boot Camp provides you with opportunities to learn from and network with other professionals, updating your resume as well as your skills.*

- **Preparing for the knowledge exam portion of Certified Professional in Learning and Performance (CPLP) certification**

*The design and delivery of ISD Boot Camp includes material from the ASTD Learning System relevant to obtaining and maintaining certification.*

#### Questions?

Contact the project coordinator,  
Dave Bennett, at 757-897-7600

### Dates and Topics

**Saturday, June 16, 2012, 9:00 am to Noon**

**Analyze:** Establishing a need for training—an organizational strategy or a performance deficiency; identifying training requirements

**Saturday, July 21, 2012, 9:00 am to Noon**

**Design:** Creating a logical, orderly method of identifying, developing and evaluating a set of planned strategies targeted for attaining the project's goals.

**Saturday, August 18, 2012, 9:00 am to Noon**

**Develop:** Assembling the content assets that were blueprinted in the design phase—visual aids, exercises, participant guides, other curriculum materials.

**Saturday, September 15, 2012, 9:00 am to Noon**

**Implement (Deliver):** Delivering the courseware to the learners in such a way as to enhance transfer and retention of learning.

**Saturday, October 20, 2012, 9:00 am to Noon**

**Evaluate:** Documenting, through formative and summative methods, that the right content is being developed and that implementation is successful.

Registration is required to allow the facilitators to prepare. Participants register once for all five sessions.

Please register at  
[www.seva.astd.org](http://www.seva.astd.org)

## SEVA ASTD IS

- A professional association of learning and performance professionals. SEVA has been active in Hampton Roads for over thirty years, supporting professional networking and professional development for trainers, facilitators, training managers, learning officers, instructors, ISD professionals—anyone who provided performance enhancing learning interventions in the workplace.
- You can access the SEVA website at [www.seva.astd.org](http://www.seva.astd.org).
- We are also on Facebook and Twitter.
- SEVA provides members and non-members with opportunities for professional development, professional networking, and career transition support.
- Membership in SEVA is open to all adults interested in training and development. Annual dues are \$50 for professionals, \$40 for active duty military and \$30 for full-time students, undergraduate or graduate. To join, go to [www.seva.astd.org](http://www.seva.astd.org)
- Corporate memberships are also available.



## JOIN SEVA ASTD

*Committed to creating and supporting a vibrant community of learning professionals in greater Hampton Roads*

Please register  
at  
[www.seva.astd.org](http://www.seva.astd.org)

Registration fee:  
\$25 for SEVA members  
\$50 for non-members

Fees cover the cost of materials and refreshments only. All facilitators are donating their time and expertise. LFCU has generously donated the venue.

Registration fees are non-refundable.  
One fee covers all sessions.

## Dates, Topics, and Facilitators

- Saturday, June 16, 2012
  - *Analysis*
  - *Dave Bennett, M. Ed., Huntington Ingalls*
- Saturday, July 21, 2012
  - *Design*
  - *Bill Hall, CKM, Booz Allen Hamilton*
- Saturday, August 18, 2012 9:00 AM to Noon
  - *Develop*
  - *Kathryn Haugan, CPLP, Instructional Designer, Norfolk Southern Corporation*
- Saturday, September 15, 2012
  - *Implement (Deliver)*
  - *Jeff Gehris, CPLP, President - SEVA ASTD, Langley Federal Credit Union*
- Saturday, October 20, 2012
  - *Evaluate*
  - *Marylynn Morales, CMA-CGM*