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| Chapter Name Alaska | Date: 1-10-14 |
| SOS Title |
| SOS Category: Administration, Communication, Finance, Membership, Professional Development (A C F M PD) | **Need Addressed:** Training professionals within ASTD as well as non-­‐members are seeking new information on eLearning. eLearning is a growing industry that many are still leery of entering due to both cost and the learning curve to develop the product. The purpose of the case study was to present an example of how eLearning can be implemented within a company, using tools that are available on the market (for this case study, the primary tools were Adobe Captivate and MS PowerPoint). |
| Summary of Chapter Activity: What did the Chapter do to address the need, provide a service to the Chapter or learning community? Include notes on planning, implementation, outcomes and lessons learned. | The chapter offered a monthly meeting facilitated by a chapter board member and another from a local telecommunications company (GCI) on the value of value of GCI’s eLearning initiative. It was implemented by recruiting members of the chapter to volunteer their time to prepare and present the information as a current case study to the group at a monthly meeting.Among other things, it provided a perspective of the challenges GCI’s growth and change have created. Attendees walked away with a better understanding of how to create an eLearning initiative at their own companies. One outcome was that the presentation tied into the chapter’s goal of showcasing local businesses’ training excellence. Another was that the program generated double the turnout for a meeting. By promoting this presentation via social media (MeetUp, association website, FaceBook, LinkedIn), the chapter we was able to people interested in adult learning and eLearning. An added benefit to GCI was that local SHRM attendees contacted them to present at that organization’s State SHRM Conference.A lesson learned was that chapters should always choose a subject – and an approach -­‐ that will entice the audience. eLearning is very exciting and somewhat daunting for many people, so being able to listen to another group’s process and “lessons learned” was very popular. |
| Replicability:Can the effort easily be repurposed by another chapter? Does Chapter size or geographic location matter? | Yes. They provided examples of slides, handouts and definition of process. They also shared outcomes and lessons learned. Any size chapter could replicate this initiative. |
| Does the effort align with ASTD's mission? <http://www.astd.org/About/Mission-and-Vision> | **Y/N****Yes** | **Target Audience** **Local chapter members, SHRM members and training and HR community** | **Were there ASTD Resources used? i.e., CPLP Study Guide, Infoline, etc.****No** |
| Does the Effort support sound Chapter management and CORE principles? | Yes |
| Innovative 21st Century ChapterIs there anything unique that makes this submission stand out?  | Not really. Sound thinking and application of process used but any chapter could probably do likewise. |
| SOS Award Recommendation[CRC Workspace](http://chapters.astd.org/SiteDirectory/chaptercommittees/CRC/Shared%20Documents/Forms/AllItems.aspx?RootFolder=%2fSiteDirectory%2fchaptercommittees%2fCRC%2fShared%20Documents%2f2012%20Committee%20Assignments&FolderCTID=&View=%7b1ADAD8DC-ADA3-4EC6-9661-3E2D698E4DBC%7d)  | **Y/N****Yes** | Notes: The chapter did a good job providing a summary of their effort and attached supporting materials and documentation that other chapters might replicate.  |
| COM Consideration Y/N | **Y/N****No** | Notes:While this is a sound SOS, I do not feel that it is a dramatically unique idea. |