

NewsBreak



A publication of Tulsa's
Green Country Chapter of
American Society for
Training and Development

The monthly newsletter for Tulsa HRD Professionals

May 1995

Adult Literacy: An Award-Winning Program at Bama Pie

May Meeting:
Wed., May 10

Make Reservations by calling Margo Mitchell at 744-5611 ext. 131 by Friday, May 5th. Please leave your reservation, the number in your party and whether you are a member or guest on her voice mail. She will not return your call, but will have a place for you.

Networking: 11:30-11:45 a.m. Bring business cards to share as you meet new friends!

New Training Feature: Icebreaker activity at 11:30 a.m. Don't miss an opportunity to add to your bag of tricks, and have some fun!

Lunch - Business Meeting: 11:45 a.m. Registration is \$10.00 per member or guest.

Program: 12:30-1:00 p.m.

Location: Helmerich Conference Center, 2nd floor, 1120 South Utica

Menu: Roast beef au jus, corn, green beans, fruit salad, angel food cake with cherry sauce



Focus on adult literacy and education increases employee empowerment.

Bill Masker, from Bama Pie, will present the May program based on the award winning training offered to the employees in his company. Their focus has been on adult literacy and education to increase the empowerment of their work force at all levels.

Bama Pie won the 1994 ASTD award for contribution to the HRD field by an organization.

☐ **NOTE:** Drop your business card in the pot for a drawing to receive your next meeting's registration free!

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Treasurer	
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NewsBreak Editor	
Vicki Anderson	250-7872
Reservations	
Margo Mitchell	744-5611 ext. 131
<i>Due by May 5th!</i>	

Strategic Partnering With Your People

Nancy Parsons, owner of GREATER EXPECTATIONS and a member of the Gilbreath's professional team, will present the June dinner program on building internal customer service and strategic partnering with your people.

Ms. Parsons has authored numerous articles on Individual Quality Management (IQM). She believes IQM is the formula for employee transformation to employee empowerment. She states, "What employee empowerment is really about is developing employees into 'strategic business' partners."

Join us for an interesting evening on Wednesday, June 14th.

Board in View: Tom Ray, Keeps The Chapter Fiscally Responsible

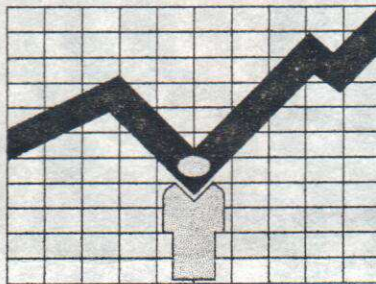
As Treasurer for our chapter, Tom Ray's biggest challenge is to watch the balance of chapter revenue and expenditures. He has a responsibility not only to the Board as fiscal advisor, but also to the general membership as guardian of the money. In this capacity he must provide appropriate accounting of the money to both.

He has spent considerable time and energy getting the budget and financial records into a computer program so that the chapter can better account for the money and budget realistically.

Tom has served as chapter Treasurer the last two years and previously as a Director at Large. He has been an ASTD

member about ten years and is also active in the Tulsa Area Human Resource Association.

As Director of the Business and Industry Training Services Program at Tulsa Technology Center, Dr. Ray is responsible for providing coordination and support for training to business and industry so they can stay productive. Their programs particularly support new jobs and the earning power of individuals



in the community. When asked why he addressed the earning power of individuals, Tom said, "When doing training in a company, we are also sensitive to the individuals who pay tax dollars and we should not favor one over the other [company vs. individual]."

He went on to say, "Without providing people opportunities to stay current with technology, we sentence them to stations with a lower standard of living." While people tend to hold public education or companies responsible for upgrading students and employees, Tom believes that more emphasis should be placed on individuals taking responsibility for their own growth.

Tom presented a program with Diana McCaigent, of Tulsa Public Schools

Adult Education, at the 1994 ASTD national conference on the cooperative partnership programs between business and education in Tulsa such as IndEx, Quest, and Craftsmanship 2000. One or more groups from Tulsa Technology Center, Tulsa Public Schools, Tulsa Junior College and University Center at Tulsa have worked together on these types of projects. He said representatives from public and vocational education had many questions about getting cooperation between educational entities and business organizations. People in Tulsa often don't realize the spirit we have here to make these kinds of programs happen that is different from other parts of the country.

As a professional in training and development, Tom credits ASTD for providing him a base to communicate with other trainers, sharing information and concerns. For his job, membership in ASTD provides a network of contacts with potential employees to do training for the department. It also provides an opportunity to stay tuned to the needs throughout the community. Personally, he enjoys the spirit of cooperation among the different areas of training.

One of the ways he is building this network is through the Ed-Net program. He has been instrumental in getting the resources together and spearheading the program. Currently the program is ready to market to the community, but needs more people in the data base to be fully functional. (See inset.)

Tom is a big picture thinker. He is not only a long-time teacher, but a continuous student of whatever is new and creative. Seek him with ideas to evaluate.

Ed-Net Needs You!

The Ed-Net program is sponsored by ASTD to build community awareness of the training and consulting resources we have in our community. Training, consulting and other organizations offering business services may, at a minimal cost, list information about the types of programs they offer.

Ed-Net is a bulletin board system available to anyone with a modem to dial in and access it. After several demonstrations to groups, it has received enthusiastic response.

The only problem with marketing the system is that there are many areas in which there are few if any resources listed and we are concerned that users may be frustrated if they are looking for those areas in particular. An advisory group is forming to move the program forward. If you would like to be a part of the committee or would like to list services, call Tom Ray at 627-7200 x302.

NewsBreak is a publication of the Tulsa Green Country Chapter of ASTD. It is published monthly and mailed by the end of the month. Deadline for ads or editorial materials is the third Friday of each month. Send to NewsBreak Editor, 1925 S. Aster Ave., Broken Arrow, OK 74012-6073 or call (918) 250-7872.

Board Notes

The Board of Directors met on Wednesday April 5th at the QuikTrip headquarters.

A committee is forming to develop possible fund-raisers to build community awareness and a positive image for ASTD. If you would like to work on this committee or have any ideas to contribute, contact Perry Kemp at 299-4411 ext. 245.

A committee will investigate the possibility of working with Junior Achievement or other educational programs to do some career awareness for training careers. If you would like to work on this or would be willing to participate, please call Perry Kemp at 299-4411 ext. 245.

The annual membership survey will be published with the May *NewsBreak*.

Programs for the remainder of the year have been identified. Watch for a series of programs on building better training and presentation skills.



Motivating the Adult Learner (part 1)

by Lori Gracey

As trainers, we are sometimes painfully aware that the instructional techniques that work wonders with young learners meet with little success when training adults. There is good reason for this dilemma, reasons that when taken into consideration empower trainers to dramatically increase the retention rates of their adult learners.

While children are motivated to learn and retain information that they are

The need for interaction results from adult learners' individualized approaches to learning.

simply told or shown by an instructor, adults require more motivation to learn. If an adult merely listens to a lecture and is then quizzed on its content 72 hours later, his or her retention rate will be a modest 20%. Conversely, if the material is presented so that the participant hears, sees, reviews and participates with the information, the retention rate at the end of 72 hours soars as high as 90%.

This need for interaction results from adult learners' individualized approaches to learning and their requirement for more sophisticated motivation than simply learning something new. Consequently, as trainers we must take into consideration ways to satisfy the learning requirements of our participants.

One means by which trainers can improve their participants' retention is by considering the learning styles of those they are training. Perhaps you recognize some of your trainees as fitting into one of the following groups:

- **Visual Learners:** These learn best through text, graphics, pictures, and other primarily visual media. Printed handouts or flip chart graphics appeal to these individuals.
- **Auditory Learners:** These learn best by listening. Lectures, reading aloud, and audio cassettes appeal to these individuals.
- **Kinesthetic Learners:** These learn best through activities requiring them to move and become physically involved with the material. Activities, games or merely having the option to walk around while material is being delivered appeal to these individuals.
- **Tactical Learners:** These learn best by handling the material. Taking notes, highlighting text, or creating material related to the topic appeal to these individuals.

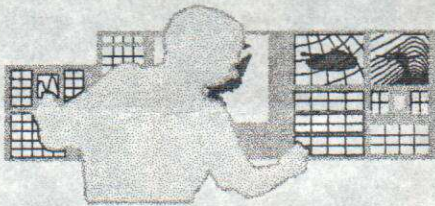
These principles should not be viewed as obstacles to the learning process. Rather, they should be viewed as indicators of involvement adult learners prefer in an instructional situation. For instance, a trainer who previously only lectured will increase participant retention rate by incorporating flip charts and graphics into the presentation. Another example would be to allow more time in the presentation for questions and group discussion.

Not only do personal learning styles affect adults' motivation to learn, but their personal approach to learning affects their motivation to learn. I'll discuss this in part two next month.

Resources from ASTD

If you develop, conduct, coordinate, or manage training and development for secretarial and clerical staff, you might need the 1995 Directory of Secretarial and Support Staff Resources, Training Products and Experts. Produced by the Secretarial and Clerical Trainer's Network of the American Society for Training and Development, it includes information from support staff trainers who can offer assistance, guidance and/or services and products to meet your needs.

To order, send your check for \$5 per copy, with your name and address to: ASTD Members Unit Affairs Department, Attention: Charmaine Peters, 1640 King Street, Box 1443, Alexandria, VA 33213-2043.



The 1995 ASTD Technical and Skills Training Conference and Exposition will be held September 13-15 in Philadelphia. Conference topics include practical techniques for accelerated learning and multimedia and computer-based instruction. Attendees will explore new methods in cross-functional teamwork, performance improvement, on-the-job learning, electronic performance support systems and more.

As improving performance on the job emerges as one of the top issues impacting the technical workplace of the 90's, the 1995 conference promises to be a historic occasion for technical trainers.

If you are interested in attending or receiving more information about the program, please call ASTD's Customer Service Center at (703) 683-8100.

Plugging In! Online Services

Computer Tips by Ellen Ralph



With all the hype about the "Information Superhighway" these days, do you find yourself wondering if you've been left on the back roads? Here (minus the gibberish) is the basic lowdown on the major on-line information services available today. The **Internet**, which will act as the foundation for the highway, is too big a subject for this article and will be addressed in the next newsletter. The other services are **Prodigy**, **CompuServe**, **America Online** and **Genie**. They all offer basic news, information, entertainment, stock quotes, games and goodies. Pricing varies widely and they attract different types of clients. Electronic mail is universal—you can get to any service from all of them, and they all make the process of getting hooked up very easy...well, it's easy once you've figured out what the heck a *modem* is!

Prodigy, a joint venture of IBM and Sears, has really targeted the online shopping community. It is very friendly and family oriented—the place to shop for information and products. Kids love it, and there are vast sections devoted to games and educational programs. There are lots of bulletin boards for exchange of ideas, but no chat facilities. The news and information databases are still quite limited compared to other services, but are improving. The main drawback to this service is its intrusive advertising—a constant procession of colorful ads asking you to shop for wares—which limits the amount of useful information you can see on the screen.

The online service for serious users is **CompuServe**. It's been around 15 years and is the broadest and deepest of the services by far. It is also the most expensive. There are more than 2,000 forums (special interest areas where information is shared and conversations are ongoing), services and departments.

Great (but pricey) access to databases of all kinds and the best place to find technical support. Every major and many minor software houses and hardware vendors operate here to solve problems. There is an enormous collection of downloadable software for computers of all types too. If you want news, the executive option provides A/P's full datastream feed, the most comprehensive coverage available.

America Online is a newer entry that has experienced explosive growth in the last year. It boasts a top-notch graphical interface with excellent messaging and online chat facilities. News from UPI, Reuters and Knight-Ridder can be found here and CNN, NBC, Teacher's Information Network, the White House, *The New Republic*, *Time*, *Atlantic Monthly*, *The Chicago Tribune*, and *The New York Times* all maintain a presence on this service. Every day new deals are made to bring in more offerings. Recently, AOL has provided its users with access to the Internet, although still limited. This service connects you to the widest variety of people and ideas. There is no surcharge for the faster modem access (unlike the others) and there is a very good selection of downloadable software, although not as deep as CompuServe's. America Online has the simplest rate structure, too, and that means you don't get a big surprise with your monthly charge.

The smallest of the consumer based services is **Genie**. While very good for hard business data and high-tech online games, the interface is less friendly than the others. There are also stiff surcharges for primetime usage, premium access and full speed access.



Welcome New Members:

Mary Lynn James
Business Analyst/Trainer-Facilitator

Bobbie J. Peters
Programs Field Representative
Dept. of Human Services

Jessica Armstrong-Gannaway
Refund Specialist
American Airlines

Welcome Guests:

Tom Tucker

Diana Klinghagen
Director of Community Services
Family & Children Services

ASTD Food Drive

The Green Country Chapter of ASTD will be launching a food drive at the June meeting. The drive will be titled "Food for Families." ASTD is not only an organization that shares skills through teaching and training, which help people gain and improve job skills, but also an organization that is willing to share in other very tangible ways to assist the community.

Information and challenges will be given at the May ASTD meeting. Food collected will be given to the Tulsa Food Bank.

ASTD Position Referral Service

Position Referral Service (PRS) is a free "job wanted/job opening" service available to members of the Tulsa Green Country Chapter of the American Society for Training and Development and employers seeking professionals. We help our members locate jobs.

PRS regularly scans newspapers, *The Training and Development Journal*, *Training Magazine*, and other sources to find out about jobs. If you know of a job opening in the training and development profession, notify PRS. PRS also uses a mailing list of businesses to which it sends mailings notifying them of the service and its benefits.

PRS mails resumes to potential employers who request a copy. In some cases the employer does not want its search to be made public. PRS will **not** notify you in this situation. It is up to the employer to make contact with you. You may also list companies and individuals to whom you do not want PRS to release information about your job search. **We will not send resumes to blind ads!**

If you wish to enroll in the service to find a job, you may pick up a form at any of the chapter meetings. **Send the form along with five copies of your resume to Patty Herriage, 2405 S. Elder, Broken Arrow, OK 74012.** PRS will keep your resume until you notify us you want to discontinue the service. For more information, call **Patty Herriage at 451-3106.**

Positions Available

Manager, Sales Technical Training

Unusually progressive dynamic \$2 billion Kansas City based utility energy services company is expanding into the national marketplace to include vertical marketing specialists to concentrate on developing specific industry markets.

- Responsible for needs analysis, design, research, development, and delivery of training in the area of sales, sales management, and technical training of natural gas, electricity, and related energy sources across four business units.
- Research and assess internal and external training programs to make certain they meet current and future needs of the sales management and sales executive team.
- Professional background in electric utility market required.
- 3-5 yr experience in marketing and/or sales plus direct experience in sales training and development.

- Reports to Dir., Trng & Devel
- Some national travel required.
- Relevant undergraduate degree required. Graduate degree desirable.
- Salary \$60-75K + bonus

For more information, contact:
Michael Shipley Associates, Inc.
7300 W. 110th St., Suite 200
Overland Park, KS 66210
Phone: (913) 491-0240
Fax: (913) 491-1538

Director, Organizational & Human Resource Development

- Responsible for training.
- Require experience in team building and individual assessment.
- Masters Degree, 5-7 yr. experience
- Salary open

For more information, contact:
Richard Messer
Young, Messer & Koepernick
5314 S. Yale, Suite 600
Tulsa, OK 74135
Phone: (918) 495-1988



1925 S. Aster Ave.
Broken Arrow, OK 74012-6073



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ASTD and ASQC Collaborate to Offer Post-Conference Educational Opportunity

In cooperation with the American Society for Quality Control (ASQC), ASTD will offer a two-day course called *Customer Satisfaction Measurement and Management*, immediately following ASTD's 1995 International Conference & Exposition in Dallas. The course will be held on Friday, June 9 from 8:00 a.m. to 4:30 p.m. and Saturday, June 10 from 8:00 a.m. to 3:30 p.m.

Participants will develop a comprehensive inventory of their organizations' customer requirements and use that inventory to construct customer surveys. Each will learn to develop a customer satisfaction index that summarizes strengths and weaknesses, defines key drivers of satisfaction, and identifies critical issues for planning quality improvement efforts.

The course will be taught by Randall Brandt, a leading international consultant in customer satisfaction measurement and management. Participants should be

familiar with the principles and tools of total quality management. Knowledge of survey research techniques and the Malcolm Baldrige National Quality Award system is helpful but not essential to benefit from the course.

Registration fees are \$395 for both ASTD and ASQC national members, and \$450 for non-members and are due to ASTD no later than May 11, 1995. No on-site registrations will be taken for this course. A textbook, entitled *Measuring Customer Satisfaction: Development and Use of Questionnaires*, and lunch on both days are included. For registration information contact ASTD at 703-683-8100.