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.

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.

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

Registration is required to allow the facilitators to prepare. Participants register once for all five sessions.
Please register at 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.
• 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
• Corporate memberships are also available.

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