Submission Date: July 12, 2010
Chapter Name: Mississippi Chapter
Chapter ID: 9023
Chapter Location: Jackson, MS
Chapter Membership Size: 122
Contact for this Submission: Jan Sims
Email Address: jsims@mississippi.org
Phone Number: 601 540-8284
Chapter Title: President
Chapter Website URL: www.astdms.org

Description of Effort: The Hattiesburg GIG formed in April 2009 and meets every other month. The GIG officers wanted to offer a means for the new group to maintain monthly contact; therefore they decided to pursue offering free virtual presentations in the months the GIG does not meet. Referencing authors listed as contributors to the CPLP Learning System & those published through ASTD press, emails were sent to several authors asking if they would be interested in offering a virtual presentation (free of charge) to Mississippi ASTD members through Wimba classroom software (software was available to the GIG free of charge). The responses were overwhelming.

The first virtual presentation was May 5, 2010, featuring Barbara Carnes, author of Making Training Stick, The Making Training Stick Field Guide, and Making Learning Stick. Thirty people registered for the virtual presentation. At the conclusion of the presentation Barbara made her presentation available to participants via a post-presentation email. She also offered a discount on all purchases made through her website from a Mississippi address from May 5 through June 30.

Virtual presenters are confirmed through March 2011: July 7th – Cheryl Kirby, Founder of Ignite; September 1st – Maxine Kamin, author of 10 Steps to Successful Customer Service; November 3rd – Michelle Thompson, Director Leadership and Professional Development for Janus Capital Group; January 5 – Geoff Woliner, ASTD Chapter Coach (Geoff will present the ASTD State of the Industry report); March 2 – Dr. Thiagi.

Need Addressed: Membership needs were addressed by offering an ASTD event in the months the Hattiesburg GIG does not meet, adding value to MS Chapter membership, and attracting prospects.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD’s mission? Yes

Target Audience: Mississippi ASTD members and prospects

Costs/Resource Use: The GIG has access to Wimba classroom software, so there is no cost for using the software as the platform for the virtual presentations. There is no cost to the author other than the time to run through setup and present, because all the pre- and post-work is done by GIG members. For Dr. Carnes, the time required was about two (2) hours.

A total of eight (8) hours was spent working on the first virtual presentation, divided among 4 officers: 2 hours composing and sending emails to prospective speakers, then to chapter members and known prospects; 2 hours creating the registration form & automatic email setup in Wimba; 30 minutes putting an announcement on the Chapter website; 1 hour preparing the icebreaker; 2 hours with Dr. Carnes (3 or 4 phone conversations and a pre-presentation test of the system) and 30 minutes sending and recording the evaluation survey after the presentation.
How did you implement? Implementation was as easy as activating a session in the Wimba classroom. Each participant was given email instructions on how to log on. The participants were broken into groups (a Wimba feature) for the icebreaker and at two times during the presentation.

What were the Outcomes? We have experienced the initial outcomes listed below, but we expect positive outcomes to increase with future offerings as we learn how to maximize value to all involved.

Dr. Carnes sold 5 books during the discount period, including one to the chapter to use for future door prizes. She sent the following quote about the experience.

"I had a great time doing the virtual presentation. Preparing wasn't much different than a face-to-face program. Presenting was good, although a little different since I couldn't see people's faces. It was great to share my message with this chapter, from the comfort of my own office :-) Amy provided great tech support, which is really important."

The participants in the first virtual presentation gave positive feedback at the conclusion of the presentation—the most notable item was to provide training in Wimba classroom features prior to the next virtual presentation. We will offer this prior to each virtual presentation in the future. One-third of the registrants were prospects for the Chapter; we are tracking all registrants to see how many of them become members in the future.

We were not sure how well the virtual presentations would be received. Because it has generated excitement within the chapter, we plan to use virtual presentations as a source of income in the future, with reduced costs (or no cost) for chapter members. We also plan to use virtual presentations as a benefit to paid membership. The January 5, 2011 presentation (the ASTD State of the Industry Report) will be available only to paid chapter members.

The Chapter president shared the experience of virtual presentations during roundtable discussions at Chapter Leader Day at the ASTD ICE in Chicago—several chapter leaders from other states asked for more information to take back to their chapters.

Lessons Learned: Don’t be afraid to try something new. Reach out to other professionals in the field. Always ask, the worst that can happen is that they say no. Ask for feedback from members to always find ways to improve and learn from mistakes.

The Wimba software offered the capability to include virtual interaction, which offset feelings of isolation that can be present in virtual events. A GIG officer led participants in an icebreaker at the beginning of the presentation and split them into two different virtual groups during the presentation, increasing the sense of community among participants.

The virtual presentations are successful so far because of the support among the GIGs and Jackson—the chapter’s success comes from working together as a group.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice: The CPLP Learning System and books published by ASTD Press were the resources used for determining which authors would be invited to speak.

Please email completed forms to SOS@astd.org along with any supporting documents.
This is the first e-mail I sent out...I've edited it a bit since we first started and would like to change to it the 2nd e-mail...

Dear Dr. Carnes,

I am the President of our local ASTD group in Hattiesburg, Mississippi. We are part of the Mississippi Chapter of ASTD. We are a new group that formed in April of last year. We are a small but dedicated group of professionals who have a passion for the field of training and development. I am writing to ask if you might consider doing a presentation for one of our virtual meetings. We try to offer our members a virtual presentation every other month (March, May, July, September, November). Unfortunately, we don’t have funds to pay for a speaker, but are looking for speakers who would be willing to volunteer an hour of their time. We would be happy to promote any of your workshops, books, etc. on our Web site and to our members.

I appreciate your time and consideration!

Wishing you a Happy and Prosperous New Year!

Amy

Dear ...,,

I am an officer for the Mississippi Chapter of ASTD. We are a small but dedicated group of professionals who have a passion for the field of training and development. I am writing to ask if you might consider doing a presentation for one of our virtual meetings. We try to offer our members a virtual presentation every other month. Unfortunately, we don’t have funds to pay for a speaker, but are looking for speakers who would be willing to volunteer an hour of their time. We would be happy to promote any of your workshops, books, etc. on our Web site and to our members.

I appreciate your time and consideration!

Amy
Hi Jan & Melissa,

Attached is the bio and presentation summary for our May (first) virtual presentation. I have also attached a picture of the front cover of her latest book. Could we link that picture to the astd store (http://store.astd.org/Default.aspx?tabid=164&q=make+learning+stick). Below is the link for folks to register to attend. Also, below is our calendar of speakers we’ve got booked so far for the virtual presentations in case you wanted to include those. However ya’ll would like it to appear on the Web site is fine with us. I spoke with Heather Annulis for the coast group and told her I would send the information to her as well to advertise to their members. We would love for members from all over the chapter to participate.

We are very excited about this and really hope for it to be a great success and are looking forward to having the opportunity to network (virtually) with other members of the chapter.

Link to register: https://crm.orionondemand.com/crm/forms/x70z4wkSA7020x671c3K

Calendar
July – Cheryl Kirby
September – Maxine Kamin

Please let me know if you need any further information.

Thanks!!

Amy
Busy classroom and eLearning facilitators, trainers, and designers need practical, easy-to-use techniques that you can use before, during, and after training to increase on-the-job application and ROI for the skills you teach. This session provides the latest research on training transfer - what works and what doesn't. You will then experience and receive instructions for research-tested techniques you can begin using immediately with your own training, for any topic or means of delivery. Each technique can be used easily before, during, or after new or existing courses.

Barbara Carnes is a consultant, trainer, speaker, and writer, located in St. Louis, Missouri. She is the co-author of the classic book, Making Training Stick, and the companion The Making Training Stick Field Guide. Her new book, Making Learning Stick, was published in December 2009 by ASTD Press. She has spoken to many national, regional, and local groups of trainers including ASTD, the International Society for Performance Improvement, and Bob Pike’s Creative Training Techniques Conferences. Barbara has a Ph.D. in Human and Organizational Systems from The Fielding Graduate University, and in addition to running her busy consulting practice, she is an adjunct professor for Webster University and for the University of Phoenix.
Our first virtual presentation is around the corner...please don’t forget to register if you’d like to attend. The system will send out information about how to log on a few days before the presentation....

Beginning in May we will start offering virtual presentations every other month. Our first presentation will be on May 5th at 2 p.m. Our speaker will be Barbara Carnes who wrote the book “Make Learning Stick.” I have included her bio and presentation summary below. Also, I have included a calendar of the speakers for our virtual presentations for the rest of the year. To register to attend our May virtual presentation, please visit https://crm.orionondemand.com/crm/forms/x70z4wkSA7020x671c3K

Presentation Summary
Busy classroom and elearning facilitators, trainers, and designers need practical, easy-to-use techniques that you can use before, during, and after training to increase on-the-job application and ROI for the skills you teach. This session provides the latest research on training transfer - what works and what doesn’t. You will then experience and receive instructions for research-tested techniques you can begin using immediately with your own training, for any topic or means of delivery. Each technique can be used easily before, during, or after new or existing courses.

Presenter Bio
Barbara Carnes is a consultant, trainer, speaker, and writer, located in St. Louis, Missouri. She is the co-author of the classic book, Making Training Stick, and the companion The Making Training Stick Field Guide. Her new book, Making Learning Stick, was published in December 2009 by ASTD Press. She has spoken to many national, regional, and local groups of trainers including ASTD, the International Society for Performance Improvement, and Bob Pike’s Creative Training Techniques Conferences. Barbara has a Ph.D. in Human and Organizational Systems from The Fielding Graduate University, and in addition to running her busy consulting practice, she is an adjunct professor for Webster University and for the University of Phoenix.

To learn more information about her most recent book, “Make Learning Stick,” please visit http://store.astd.org/Default.aspx?tabid=164&q=make+learning+stick

Virtual Presentations Calendar
July 7th – Cheryl Kirby, Founder of Creativeology
September 1st – Maxine Kamin, author of 10 Steps to Successful Customer Service
November 3rd – Michelle Thompson, Director Leadership and Professional Development for Janus Capital Group

Please let me know if you have any questions.

Thanks!!
Dear Jan,

Thank you for registering for our May ASTD Virtual Presentation.

**Date and Time:** May 5th 2 p.m.

**Log on Instructions**

Before you log on to the live meeting, you will need to run a set-up wizard. This only has to be run the first time you use the software. If you have used Wimba Classroom before you do not need to run the wizard.

2. Go through the set-up wizard step-by-step and read the instructions carefully before clicking each Next button
3. Once you have completed all of the steps click finish.

Once you have successfully ran through the wizard you can access our Web conference room.

2. You will get a pop-up window that says “Participant Login”
3. Enter your name in the “Name:” field
4. Click Enter below the Name field (you DO NOT need to enter a username and password)
5. Click on the “click here” link towards the bottom of the window
6. Allow a few minutes for the room to load

You can use the text chat area in the bottom lower left hand corner or you can press and hold the Talk button to speak.

If you have any questions regarding the event please feel free contact me.

Sincerely,
Amy Thornton
amy.thornton@usm.edu
Thank you for attending our May Virtual Meeting featuring Barbara Carnes as our speaker. Please take a moment to complete our evaluation below. We appreciate your feedback and your help in making future meetings successful.

https://spreadsheets0.google.com/viewform?formkey=dC1kTkZUNGp4VzAxNXppN2pLMmNqS1E6MA

Thank you for your time and assistance!