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President's Corner

Greetings! With our very successful programs on September 30 and November 18 behind us, we are off to a great start in meeting our chapter's mission of providing excellent learning opportunities for you during the 2009-2010 operating year! I am convinced you will find upcoming programs just as beneficial as our last one; please check our website (gtac-astd.org) and plan on attending as many as you can.

I am pleased to work with an excellent Board of Directors consisting of nine dedicated professionals who have worked diligently thus far to plan programs and activities of high value. As we continue to build on our past success, we are confident in providing an excellent "return on investment" of your time and commitment to professional growth through our chapter.

As President during this past year, Lisa Behrendt has shown great leadership in guiding our chapter, and I pledge to do my best in continuing to enhance our value to you. For example, we are expanding our service to members during this upcoming year by:

- ❑ Establishing mentoring opportunities for new members.
- ❑ Conducting membership networking programs to share/discuss current learning, training and development practices.
- ❑ Creating greater collaboration among professional groups and local colleges and universities.
- ❑ Providing updates via our website and individual mailings on other learning opportunities you may wish to participate in.

Through your active involvement, I am very confident you will have many opportunities to share, build, and refine your knowledge and capabilities as a professional in our discipline. We continue to encourage your support, and welcome your ideas and input on how we can continue to excel as a premier organization.

Look forward to seeing you at our next meeting.

Dave Hyslop, President GTAC-ASTD

Networking has Gone Hi-Tech

How to Use Social Media in Your Job Search: Using LinkedIn, Face book, and Twitter to Job Search

Excerpts from author Rachel Levy <http://www.rachel-levy.com/>

From time to time, any one of us may find ourselves looking for other employment opportunities. Most people know that one of the best ways to find a job is through networking. You can go to networking meetings, tap into your own personal network, join and participate in organizations/associations, or ask friends who they know.

With the Internet buzzing with social media, there are similarly many ways to use social media in order to network, and eventually find a job.

I decided to write down my thoughts on the topic. I also had an opportunity to talk to [Warren Sukernek](#) who found his job at Radian6 through Twitter! He gave me lots of great advice in this area, so I've incorporated his thoughts below

If you're not already on [LinkedIn](#), you definitely need to be. Basically, it's a site that allows you to connect to people you know. It also allows you to see profiles of anyone else on LinkedIn, and gives you ways to connect to them.

There are a few ways you can use LinkedIn in a job search:

- **Company Search** - One of the best ways to use LinkedIn is if you have a very specific company you are interested in. You search on that company, and hopefully find people who are connected to other people you know. Then, you can ask your personal contact to connect you. Or, if you pay \$30/month, you have the opportunity to email people who you don't have a contact in common with.
- **Job Postings** - LinkedIn allows employers to post jobs on the site. The jobs are usually high quality, professional jobs.
- **Email** - When I was first laid off, I sent a large email to everyone in my LinkedIn network, letting them know of my situation, and asking for any help or people they could put me in touch with them.
- **Blog Link** - LinkedIn now gives you the ability to link your blog post to your profile. So every time I post a new blog post, it updates on my profile, so anyone looking at my profile will see what I'm writing about. It also includes the updated post in the weekly update emails that go out to your connections.

Networking, LinkedIn and ASTD



Twitter Link - Similar to Blog Link, LinkedIn also pulls your conversations from Twitter. So, anyone who is not on Twitter, can see what you are tweeting about

Warren's LinkedIn Advice

- **Recommendations** - Warren suggested getting many more recommendations on my profile.
- **Status Updates** - Similar to Facebook, LinkedIn also has status updates. Warren suggests that it's a good idea to update your status, to better inform your connections what you've been up to.
- **Headline** - LinkedIn gives you a place to add a professional headline. I didn't realize that was really seen by anyone, so I had mine as "Consultant". Warren's advice is to make the more exciting and enticing. Mine now reads "Innovative marketer with a drive for results."
- **Twitter** - The best part of [Twitter](#) is that it allows you to connect with people you don't know, based on common interests. What a great way to do some networking!
- **Basic Networking** - I am now much more connected to people who are involved in areas I'm interested in. Today I heard about jobs available at two companies. I tweeted two people I met on Twitter, and in minutes I had some information about the jobs.
- **Job Postings** - I am connected to a few people who know about jobs that I would not have otherwise known, i.e. @socialmediajob or other recruiters.
- **Connecting** - When someone follows me or I follow them, I read their bio thoroughly. If it looks like they work somewhere I might be interested in, or if I think they might be someone who could connect me to others, I get in touch with them. A few have said no or not responded at all, but for the most part, everyone is very open to meeting or talking.
- **Companies** - My new favorite Twitter tool is Twellow (on my list of programs I "use regularly"), which actually searches people's bios and URLs on their bios. It's amazing! For example, I did a quick search on Shift Communications, a company I would love to work for and I could see that 13 people from Shift are on Twitter.



Warren's Twitter Advice

- **What's Going On** - Warren suggests I be more proactive in talking about what's going on in regards to my job search. So, mentioning things more often about interviews I have had or people I have met with. This keeps it fresh in people's heads that I am looking for a job.
- **Reaching Out** - Warren also suggests just reaching out to people I want to network with and saying something like "Hi - I'm looking to break into social media. Is there anyone you can think of to refer me to?"
- **Twitter Name** - Warren's opinion is that your Twitter name should be your name, as it will help in your search engine results.
- **Facebook** - I use [Facebook](#) primarily for connecting with friends or people I know and reconnecting with people in my past. But, it can also be an effective networking tool.
- **Notes** - While I do know everyone I'm friends with on Facebook, I don't necessarily know or remember where each person works. And, I definitely don't know where each of their friends works. So, when I first was laid off, I posted a "note" on Facebook, explaining the situation, and what I was looking for. A note tends to stay on people's screens longer than a status update, and you can write much more.
- **Status Update** - I do frequently post status updates relating to my job search, to keep it top of mind that I'm still looking for a job. I'll say things like "I had a great interview this morning... keep your fingers crossed!" or "I have a networking meeting later today with a company I'm really interested in!" I also write a status update with a link when I write a new blog post.

Warren's Facebook Advice

- **Notes for Blog Posts** - Create a "note" for each blog post. As I mentioned above, notes stay on people's screen's longer. I think that some people may be more likely to read it if the text is right there on the screen rather than having to click through to the blog. Also, if they comment on it on Facebook, it becomes even more viral.
- **Tag Your Friends** - If you write a blog post that includes a reference to a friend on Facebook, tag them. That way, their friends will be alerted to your post, and your message will spread more quickly.



GTAC-ASTD in Action

General Meeting Recap

Dr. Clinton Longenecker, Professor of Leadership and Organizational Excellence from the University of Toledo, was the opening speaker this September for GTAC's fall program. Dr. Longenecker presented on "Getting Serious about Performance Management: Developing Employees and Managers for Business Results". Dr. Longenecker held a motivating and interactive session, bringing awareness to the importance of managers and leaders to spend time focusing on setting expectations and sharing feedback to improve performance.

Group discussions and exercises on time management revealed how we are actually spending our time at work, and reinforced the importance of focusing our work to increase performance and business results.

Dr. Longenecker proposed five key areas required for high performance, discussing the priority of coaching our employees to achieve higher levels of execution and business results. Participants left the session with renewed energy and awareness, research, and tools to focus on enhancing performance and coaching in the work environment.

Employee Learning Week

December 7 – 11, 2009, has been designated "**Employee Learning Week**" by the American Society for Training and Development (ASTD).

Ohio Governor Ted Strickland has issued a proclamation recognizing and supporting this effort. This is a great opportunity for Learning, Training, OD, and HR professionals to conduct activities, events, meetings, and communications highlighting the important connection between learning and achieving organizational results.



"Morning Wakeup ~ What's your favorite blend? (Of technology, that is)" was the theme of the November 19, 2009, general meeting.

Lisa Behrendt, SSOE, Manager, Training and Development, shared how Blended Learning is making a difference at SSOE.

SSOE is applying E-Learning for distance training. She also reviewed the various tools and technology they use. Mark Karamol, Division Director, E-Learning, Owens Community College, presented insights about various online information sharing resources – wiki's, blogs, podcasts, RSS feeds and a variety of business and social network sites.

A list of the Virtual Communication/Collaboration Tools can be found on the GTAC-ASTD site at <http://www.gtac-astd.org>

GTAC-ASTD

Upcoming Meetings to Attend

Invite a co-worker we'd love to meet them.

January 12, 2010

Board Meeting

Location TBD 5:00 p.m. - 7:00 p.m.

January 20, 2010

General Meeting

Brandywine Country Club (Fireside)

4:00 p.m. ~ Registration

4:30 p.m. – 6:00 p.m. ~ Program

Please give us your feedback!

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ASTD National News
Professional Development Opportunities

For more information log onto the ASTD web site at
www.astd.org.

Spotlight on Chapter Members

Spotlight on Chris Moser



Dr. Chris Moser is on the faculty of The University of Findlay's College of Education. In addition to teaching graduate courses on leadership, adult education, and human resource development, he is the Director of the Human Resource Development Graduate Program. The HRD program prepares students for leadership positions in training and development, organizational development, career development, employee assistance programs, and adult education programming. Prior to joining The University of Findlay, Chris was a Sr. Human Resources Representative at Boise Marketing Services and worked various positions at The University of Toledo.

Dr. Moser earned a Bachelor's degree in teacher education, a Master of Arts in Adult Education and a doctorate in Adult and Continuing Education/HRD from Ball State University. For the past 20 years Chris also has been a private consultant and trainer.

Chris claims to be essentially an "information junky", always seeking ways to enhance his professional (and personal) development. He joined GTAC-ASTD as a way to keep abreast of new developments in the field of HRD/training and to learn "best practices" from training and development practitioners in Northwest Ohio. He thinks a huge side benefit of being a member of GTAC-ASTD is the professional and personal relationships that he has developed with other members. Every semester he invites his HRD graduate students as his guests to least one meeting so they can experience first-hand the value of being affiliated with GTAC-ASTD.

Chris gets energized and derives great personal satisfaction from helping students attain their academic and professional goals. His passion was recognized recently when he received the 2008-2009 Founders' Academic Excellence Award for Faculty, awarded to one faculty member at The University of Findlay each year for excellence in teaching and the ability to establish positive relationships with students.

Few people know that Chris is also a Black Belt in Tae Kwon Do and teaches a Criminal Justice self-defense class at The University of Findlay. Combining his passions for martial arts and leadership development he is currently conducting a research study to determine if there is a relationship between Emotional Intelligence and those individuals who have achieved the rank of Black Belt in the martial arts.

Spotlight on Leah Parker



Leah Parker is currently an independent contractor: editing books and training manuals, assembling press kits, and supporting multiple departments of a large volunteer organization and a local school. She continues to search for full-time employment in training and development.

Following her graduation from the University of Toledo with an MBA, Leah worked with Owens Corning's Facilities Management department on a process improvement initiative, conducting a sustainability assessment of an annual campaign and related audit processes. She also collaborated on identifying the influence of corporate branding, company culture, and human resources on campaign success.

Leah's reason's for joining GTAC-ASTD are professional development and relationship building. She wants to remain current on relevant topics in T & D and is also excited about the networking and leadership opportunities.

Leah believes that no one is without value and her interest in the field of learning and development is a natural outgrowth of that. She was immediately drawn to the field because of its emphasis on the human element of quality improvement. Early on she observed how a slight process change, costing nothing, resulted in cross-functional communication that generated the richest employee-generated content a group had ever gathered! How could she not love this field?

Starting out as a shy and uncoordinated freshman in high school she learned and got "hooked" on tennis. She has even taught her husband to play!

IT'S YOUR TURN!

Members are encouraged to submit items for the newsletter. Please contact Michelle Tambor, at matambor@bex.net. For additional training resources, visit our website at www.gtac-astd.org.