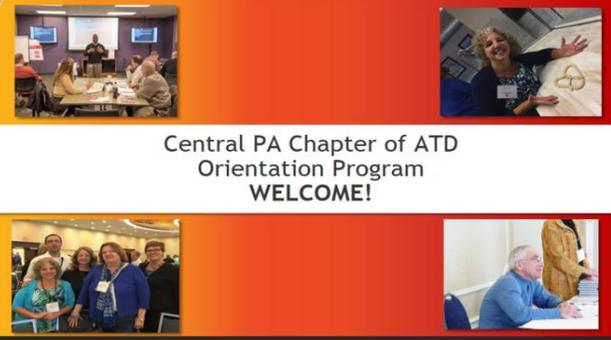
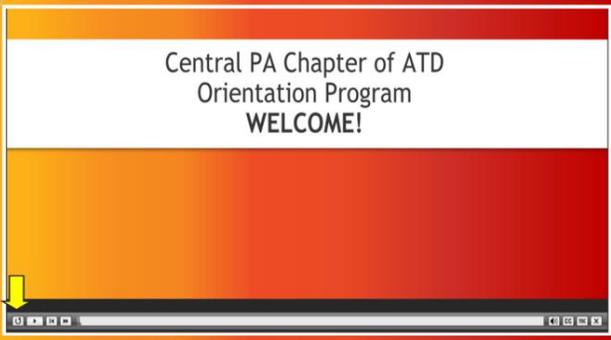
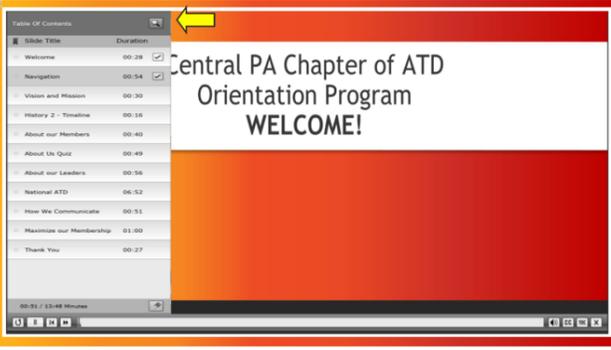
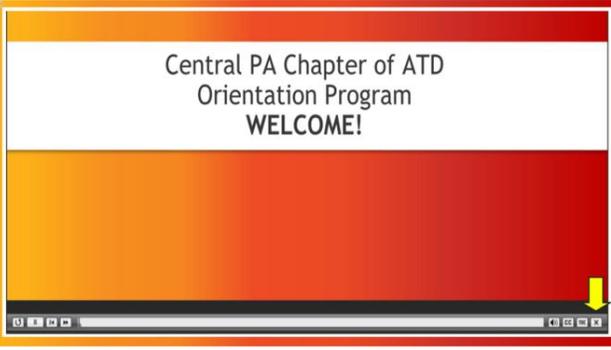


# Central PA ATD Online Orientation Script - Regular Font

Script	Screenshot
<p><b>Welcome</b></p> <p>Hello! Welcome to the Central Pennsylvania Chapter of ATD! During this brief orientation, you are going to learn basic information about the chapter and how to maximize your membership. This orientation program was developed through a cooperative effort between Central PA ATD and Penn State Harrisburg’s Training and Development Master’s Program. Please follow along closely and enjoy!</p>	
<p><b>Navigation</b></p> <p>Before we begin, let’s review how to navigate through this program.</p> <ul style="list-style-type: none"> <li>• To replay a slide, select the “Replay” button.</li> <li>• To play the program, select the “Play” button.</li> <li>• To pause the program, select the “Pause” button.</li> <li>• To move back a slide, click on the “Backward” button.</li> <li>• To move to the next slide, select the “Forward” button.</li> <li>• To mute the program, select the “Volume” button.</li> </ul>	
<ul style="list-style-type: none"> <li>• To view the Table of Contents, select the button with the double arrows at the top left of the screen or the “TOC” button on the bottom right.</li> <li>• In the Table of Contents, you can jump to different topics by selecting a slide title.</li> </ul>	
<ul style="list-style-type: none"> <li>• Finally, to exit the program, select the “Exit” button.</li> </ul>	

# Central PA ATD Online Orientation Script - Regular Font

## Vision and Mission

Our chapter's vision is "to be the membership choice of talent developers in Central Pennsylvania." Our mission is "to provide members with resources to elevate career capabilities and build professional relationships at a local level." These resources include engaging and interesting in-person and virtual programs, useful tools, and opportunities for members to build relationships with one another.



## VISION AND MISSION

*Vision: To be the membership choice of Talent Developers in Central Pennsylvania.*

*Mission: Provide members with resources to elevate career capabilities and build professional relationships at a local level.*

### Chapter Resources:

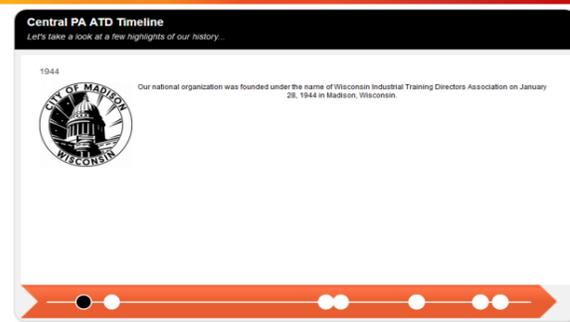
- Engaging and interesting in-person and virtual programs
- Useful tools
- Opportunities to build relationships

## History Timeline

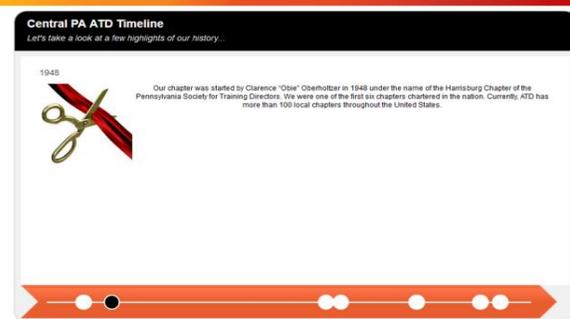
Now let's take a look at a few highlights of our chapter's history. Select the buttons on the timeline to learn more. When you have reviewed all the moments in our history and are ready to resume the program, select the "Play" button.



**1944:** Our national organization was founded under the name of Wisconsin Industrial Training Directors Association on January 28, 1944 in Madison, Wisconsin.

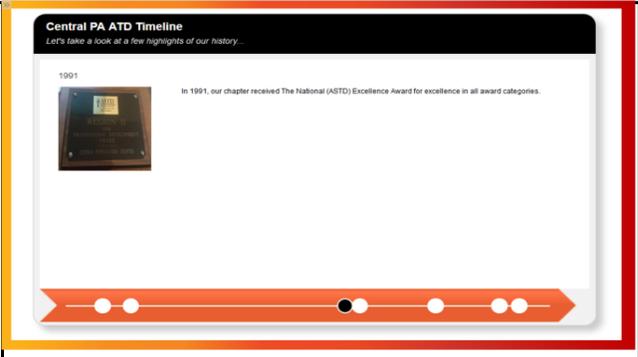


**1948:** Our chapter was started by Clarence "Obie" Oberholtzer in 1948 under the name of the Harrisburg Chapter of the Pennsylvania Society for Training Directors. We were one of the first six chapters chartered in the nation. Currently, ATD has more than 100 local chapters throughout the United States.

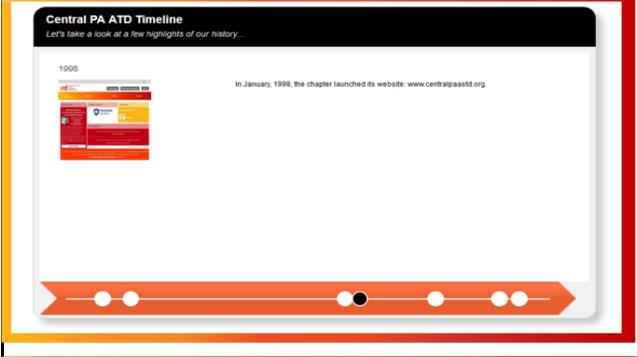


# Central PA ATD Online Orientation Script - Regular Font

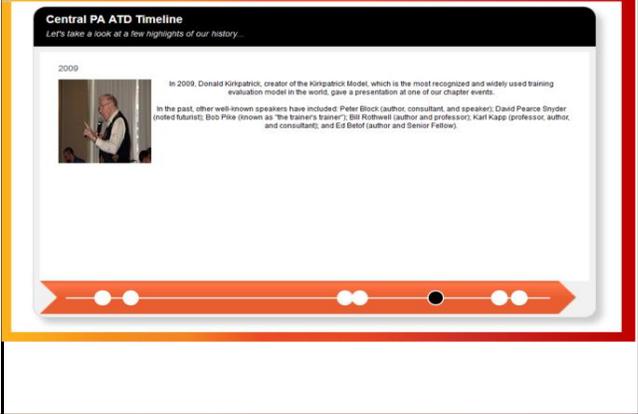
**1991:** In 1991, our chapter received The National (ASTD) Excellence Award for excellence in all award categories.



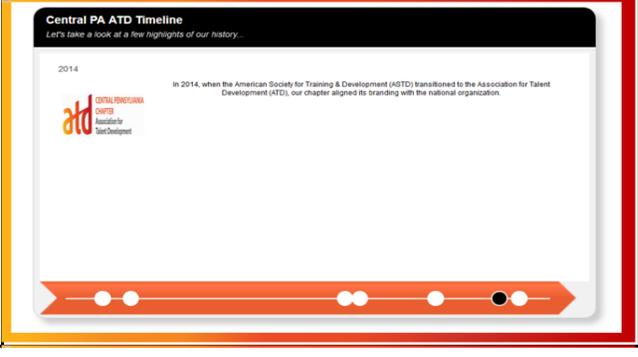
**1998:** In January, 1998, the chapter launched its website: [www.centralpaastd.org](http://www.centralpaastd.org).



**2009:** In 2009, Donald Kirkpatrick, creator of the Kirkpatrick Model, which is the most recognized and widely used training evaluation model in the world, gave a presentation at one of our chapter events. In the past, other well-known speakers have included: Peter Block (author, consultant, and speaker); David Pearce Snyder (noted futurist); Bob Pike (known as "the trainer's trainer"); Bill Rothwell (author and professor); Karl Kapp (professor, author, and consultant); and Ed Betof (author and Senior Fellow).

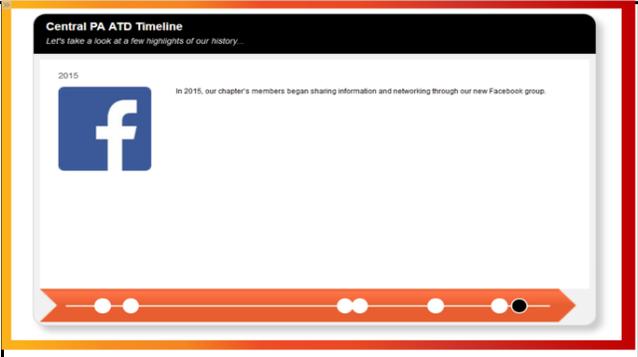


**2014:** In 2014, when the American Society for Training & Development (ASTD) transitioned to the Association for Talent Development (ATD), our chapter aligned its branding with the national organization.



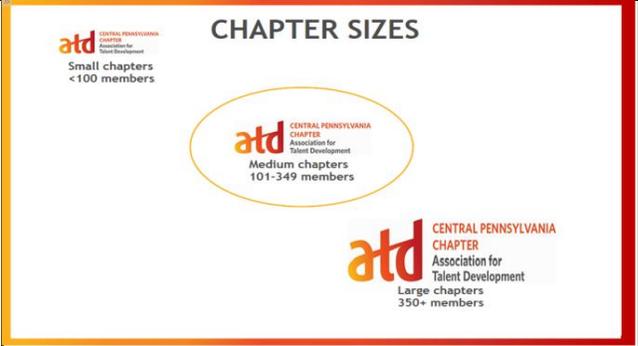
# Central PA ATD Online Orientation Script - Regular Font

**2015:** In 2015, our chapter's members began sharing information and networking through our new Facebook group.



## About Our Members

National ATD identifies chapters as small, medium, or large based on the total number of members in the chapter. We are considered a medium-sized chapter due to the fact we have, on average, between 130 and 160 members.



Take a look at this word cloud of the different industries in which our members work. The larger words are the most common industries among our members.



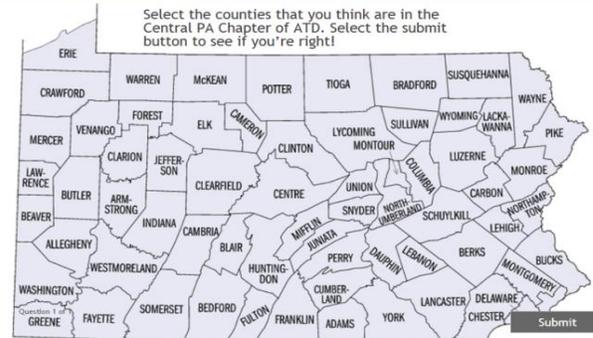
Now take a look at this word cloud of our members' competencies. As you can see, our membership reflects a broad range of skills, as well.



# Central PA ATD Online Orientation Script - Regular Font

## ATD County Quiz

You may wonder, "Where do our members live?" Let's find out! Here is a map of all the Pennsylvania counties. Select the counties that you think are in the Central Pennsylvania Chapter of ATD. (That's CENTRAL Pennsylvania.) When you are done guessing, select the "Submit" button to see if you're right!

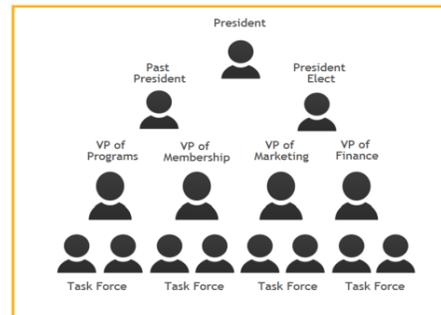


## About Our Leaders

Our chapter is structured with a Board of Directors, headed by the President. The Board also includes...

- The Past President, who was President in the prior year. The Past President assists the President with his or her responsibilities.
- The President Elect is the person in line to be President next year. The President Elect also assists the President for the purpose of learning the President's responsibilities.
- The Vice Presidents lead key chapter functions focused on Programs, Membership, Marketing, and Finance.
- The Vice Presidents each lead a task force of members who assist with the design, development, and implementation of our services.

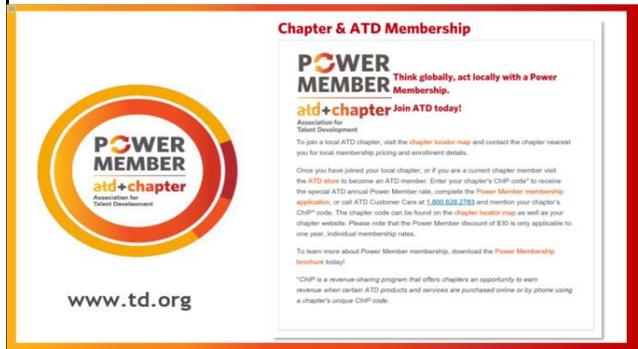
All of our chapter leaders and task force members are volunteers, dedicating time and effort to continually improve the value that our chapter brings to its members.



# Central PA ATD Online Orientation Script - Regular Font

## About the Chapter Code

Now that you've learned about our chapter's structure, we want to take the opportunity to encourage membership with our National organization. When you are a member of our chapter and the national ATD organization, you are a Power Member and you receive a discount on the national membership price, along with other benefits. You can find more information about Power Membership on the national ATD website.

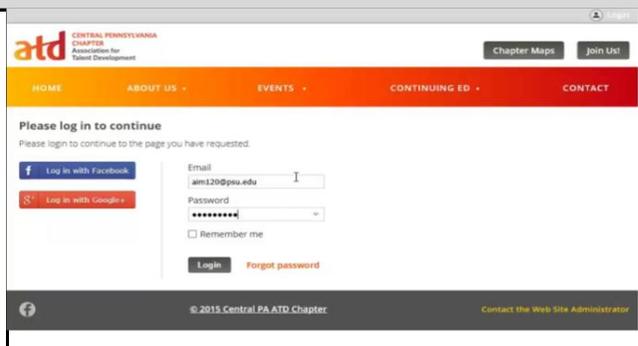


Now, when you are joining or renewing your membership with the national ATD organization, registering for one of their conferences or events, or purchasing any resource from their website, please include our chapter code - CH2007 - on the purchase form. When you do this, the national association will share a portion of the revenues with our chapter, and that money helps us provide great programs and services for our members.



## Login/Logout

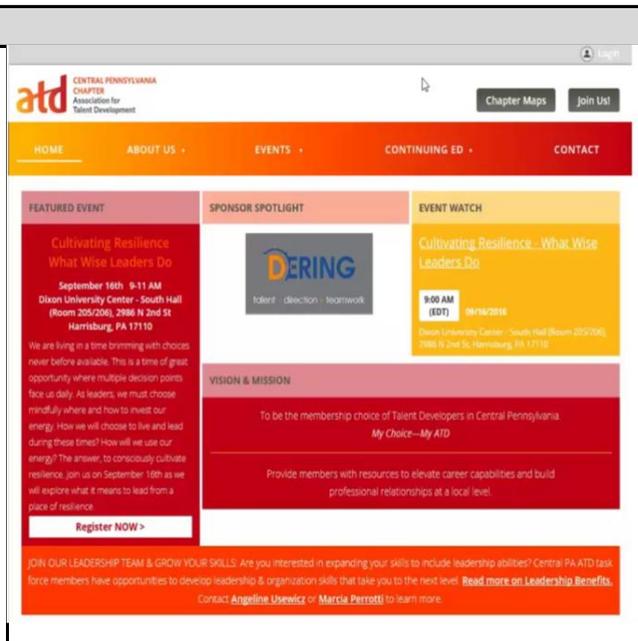
So far, you've learned a lot about our chapter and the national organization. Now let's look at our chapter's website – one of the ways you can find out what's going on in the chapter. At the top-right side of the website is where you login and logout. Please note that after you login, you will be able to see and access the Member Resources section of the webpage, which is not visible when you are logged out.



# Central PA ATD Online Orientation Script - Regular Font

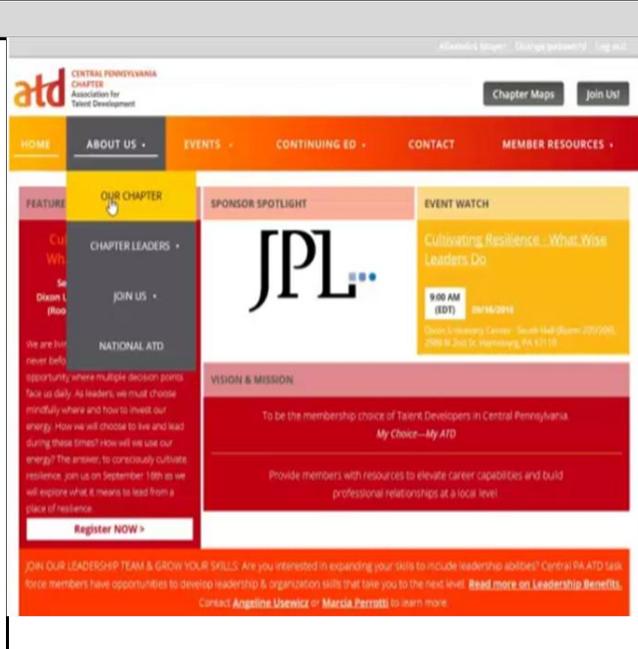
## Homepage

The homepage includes key information about our chapter that we want members to be aware of, such as upcoming events, our chapter's sponsors, and our vision and mission statements. The event watch section on the homepage is a convenient way for you to see what the next events will be.



## About Us

Under the About Us tab, you will see a few options to explore. What we want to highlight for you today are "Our Chapter" and "Chapter Leaders."



# Central PA ATD Online Orientation Script - Regular Font

When you select “Our Chapter,” you will see – like you saw in the quiz – that our members come from a large region in Central Pennsylvania. You will also see that while most of our members are concentrated in the Harrisburg, York and Lancaster areas, we do have members from throughout our 17 counties.

The screenshot shows the 'About Us' page of the Central Pennsylvania ATD Chapter. The page features a navigation bar with links for Home, About Us, Events, Continuing Ed, Contact, and Member Resources. Below the navigation bar, there is an 'About Us' section with a list of member industries: Independent Consulting, Manufacturing, Electronics, Information Management, Healthcare, Financial Services, Education, Sales and Marketing, Association Management, Career Development, Insurance, and Federal, State and Local Government. A map of Pennsylvania highlights the 17 counties served by the chapter in purple. Below the map is a legend with color-coded boxes for Pittsburgh, Central PA, Eastern PA, and Greater Philadelphia. A second map shows a heatmap of member density across the region, with a legend for 'Members by Home Zip Code' and a color scale from 0 to 11. The footer includes a Facebook icon, the copyright notice '© 2015 Central PA ATD Chapter', and a link to 'Contact the Web Site Administrator'.

On the Chapter Leaders page, you will find pictures and short biographies of all the individuals volunteering to lead the chapter on the Board of Directors.

The screenshot shows the 'Chapter Leaders' page of the Central Pennsylvania ATD Chapter. The page features a navigation bar with links for Home, About Us, Events, Continuing Ed, Contact, and Member Resources. Below the navigation bar, there is a 'Chapter Leaders' section with three entries: 1. **2016 President: Marcia Perrotti**. Her bio states she is the Training & Development Project Manager at The Hershey Company with 30+ years of technology training experience. 2. **Past President: Tonya Aument**. Her bio states she is the VP, Workforce Readiness and Advancement at Fulton Financial Corporation. 3. **President Elect: Angeline Usewicz**. Her bio states she is a Project Manager & Instructional Designer for JPL's Learning Solutions team. Each entry includes a small portrait photo, a 'Contact via Email' link, and a 'More...' link. The footer includes a Facebook icon, the copyright notice '© 2015 Central PA ATD Chapter', and a link to 'Contact the Web Site Administrator'.

# Central PA ATD Online Orientation Script - Regular Font

## Events

The next tab is the Events tab. There is a lot you will want to see here to make sure you are up to date on our events.

This screenshot shows the main navigation menu with 'EVENTS' selected. The page features a 'FEATURED EVENT' section for 'Cultivating Resilience: What Wise Leaders Do' on September 16th. A 'PennState Harrisburg' banner is also visible. The 'VISION & MISSION' section states the organization's goal to be the membership choice of Talent Developers in Central Pennsylvania. A 'Register NOW >' button is present at the bottom of the featured event section.

When you select "Event Calendar," a calendar will appear that shows all the events that are scheduled each month.

This screenshot shows the 'Event Calendar' for August 2016. The calendar is in 'Month' view, showing dates from Sunday, August 31st to Saturday, September 6th. A red event marker is visible on Wednesday, August 10th, labeled 'Ice Breaker Olympics 2016 - Networking Event'. Navigation buttons for 'Previous Month', 'Today', and 'Next Month' are present.

If you want more information about any event, simply select the event title and you will be taken to a detailed description of the event and links to register.

This screenshot shows the detailed event page for the 'Ice Breaker Olympics 2016 - Networking Event'. The event is scheduled for 08/10/2016 from 6:00 PM to 8:00 PM at Loxley's Restaurant, 300 Centerville Road, Lancaster, PA 17601. It has 22 registrants and registration is closed. The page includes the ATD logo and a graphic for the 'IceBreaker Olympics 2016'. A description at the bottom encourages participants to network at Loxley's Restaurant.

# Central PA ATD Online Orientation Script - Regular Font

You can also see who else is already registered for each event.

Central Pennsylvania CHAPTER Association for Talent Development

HOME ABOUT US EVENTS CONTINUING ED CONTACT MEMBER RESOURCES

← Back

## Ice Breaker Olympics 2016 - Networking Event

Event Ice Breaker Olympics 2016 - Networking Event  
08/10/2016 6:00 PM - 8:00 PM  
Location: Loxley's Restaurant, 300 Centerville Road, Lancaster, PA 17601

Registered attendees (22)

Date	Name
08/10/2016	Stamm, Susan
08/10/2016	Goble, Steve

When you select SIGS/GIGS, you will see information about our Special Interest Groups (or SIGs), which are groups that get together to discuss specific topics of interest, and our Geographic Interest Groups (or GIGs), which are groups from specific locations that come together in person to network and share best practices.

HOME ABOUT US EVENTS CONTINUING ED CONTACT MEMBER RESOURCES

or GIG.

Visit the [event calendar](#) to register for specific meeting dates or contact the SIG or GIG coordinator directly.

### Central PA Online Special Interest Group (SIG)

The Central PA Online SIG is dedicated to creating community focused on the topic of online learning. Meeting online every month, we will share ideas, exchange resources and support each other to collaboratively solve instructional problems related to online learning. Each meeting will offer the opportunity for introductions, discussion on a specific article provided before the session and conversation around participant specific concerns. Participants should come prepared interact.

A link will be provided to registered participants prior to meeting.

**Where:** Online using [Join.me](#) (Please see the following article to view access process: [PC & MAC](#) | [iPhone & Tablet](#))

**When:** Meetings will take place on the **second Thursday** of each month at **Noon** (starting on March 10th, 2016).

For more information, contact James Rutkowski at [james@learningpowerup.com](mailto:james@learningpowerup.com).

### Lancaster Area Geographic Interest Group (GIG)

The Lancaster Area GIG (formerly Red Rose Learning Community) was created to provide networking opportunities for ATD members living in the Lancaster area. The focus of each meeting is the current issue of CLO Magazine (Chief Learning Officer - a free publication).

**Where:** Location is at one of the member's work sites and changes from month to month.

**When:** The group meets for coffee the **last Monday** of each month from **8:00 - 9:30 AM**.

The discussion continues in a special sub-group of the chapter's LinkedIn group.

For more information, contact Rick Stamm at [rick@teamapproach.com](mailto:rick@teamapproach.com).

When you select "Become a Sponsor," you will see the different opportunities available for sharing what you do with our chapter members. Being an event sponsor is a great way to gain recognition within the chapter. Some benefits of partnering with the chapter as a sponsor include having your logo displayed on event signage and announcements, being featured on the sponsor spotlight section on the website homepage, and having the opportunity to share what you do with our members.

Central Pennsylvania CHAPTER Association for Talent Development

HOME ABOUT US EVENTS CONTINUING ED CONTACT MEMBER RESOURCES

## Learning Event Sponsorship - \$250

Become a sponsor for a monthly learning event

Sponsoring a Learning Event is a unique marketing opportunity for your organization and a great way to help you gain visibility with your local learning and development professionals.

By partnering with the Central PA ATD to sponsor a monthly Learning Event, you will receive the following exposure and benefits as recognition of your support:

- Logo displayed on all signage & announcements for that event
- Mentioned in all communications about the event including Press Releases
- Featured as a Sponsor Spotlight on the chapter website
- Option to set up information table at the event
- Attendance for two employees

If you are interested in becoming a sponsor, [contact our VP of Programs](#).

# Central PA ATD Online Orientation Script - Regular Font

Finally, when you select "Call for Speakers," you will find a form that you can submit to request the opportunity to provide a presentation to our members. Our chapter is always looking for knowledgeable subject matter experts to speak at our events. This is a great way to build professional relationships, get feedback on your presentation skills, and to elevate your career.

The screenshot shows the 'Call for Speakers' page. At the top, there is a navigation bar with 'HOME', 'ABOUT US', 'EVENTS', 'CONTINUING ED', 'CONTACT', and 'MEMBER RESOURCES'. Below the navigation bar, the page title is 'Call for Speakers'. The main content area contains the following text: 'The Central PA ATD's mission is to provide members with resources to elevate their career capabilities and build professional relationships at a local level. To carry out this mission, we strive to provide quality learning events every month to our members and to local learning and development professionals. If you are interested in presenting to our chapter at a monthly Learning Event, we invite you to complete the following Speaker Application form:'. Below this text is a form with the following fields: 'Full Name:', 'Title:', 'Company:', 'Address 1:', 'Address 2:', 'City:', 'State:', and 'Zip:'. Each field has a corresponding input box.

## Continuing Education

The next tab on the website is "Continuing Ed." Here you will find information on local colleges and universities that provide professional development opportunities such as courses, seminars, and workshops to move your career forward. All you need to do is select the college or university links to learn more about their offerings.

The screenshot shows the 'Continuing Education' page. The navigation bar is the same as in the previous screenshot. The main content area features a 'FEATURED EVENT' section with a red background. The event is titled 'Cultivating Resilience: What Wise Leaders Do' and is scheduled for September 16th, 9-11 AM at Dixon University Center - South Hall. Below the event details, there is a 'Register NOW >' button. To the right of the featured event, there is a 'PENN STATE' logo and a 'VISION & MISSION' section. The vision and mission statement reads: 'To be the membership choice of Talent Developers in Central Pennsylvania. My Choice—My ATD. Provide members with resources to elevate career capabilities and build professional relationships at a local level.' At the bottom of the page, there is a call to action: 'JOIN OUR LEADERSHIP TEAM & GROW YOUR SKILLS. Are you interested in expanding your skills to make leadership positions? Central PA ATD has force members have opportunities to develop leadership & organization skills that take you to the next level. Read more on Leadership Benefits. Contact Angelina Ulewicz or Marcia Parratti to learn more.'

## Contact Information

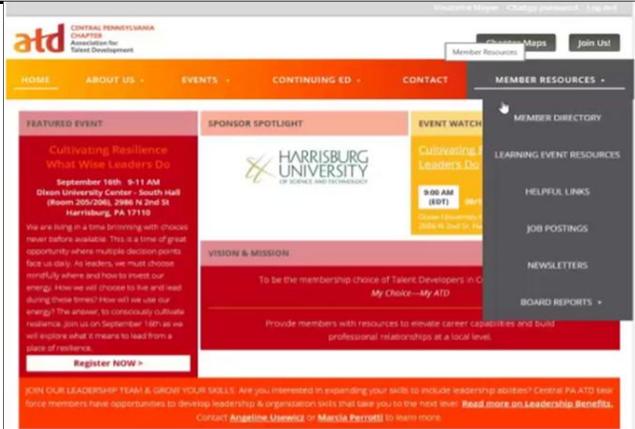
If you ever have questions, comments, or concerns about the chapter programs and services, please do not hesitate to reach out to the leaders of the organization. By selecting the "Contact Us" tab, you will find links for each of the leadership roles so you can easily get in touch with us.

The screenshot shows the 'Contact Us' page. The navigation bar is the same as in the previous screenshots. The main content area contains the following text: 'Contact: If there are any website issues that you would like addressed, please contact the President.' Below this text, there is a 'Mailing Address' section with the following information: 'Central PA ATD, PO Box 23, Hummelstown, PA 17036'. Below the mailing address, there are four columns of contact information for different leadership roles: 'Contact the President About:', 'Contact the Past President About:', 'Contact the VP of Programs About:', and 'Contact the VP of Membership About:'. Each column lists specific areas of contact, such as 'Chapter Volunteer Opportunities', 'Chapter Suggestions/Concerns', 'Guest Speakers/Facilitators', and 'Member Benefits and Recruitment'. At the bottom of the page, there are two more columns: 'Contact the VP of Finance About:' and 'Contact the VP of Marketing About:'. Each column lists specific areas of contact, such as 'Chapter Budgets and Cost-saving Ideas' and 'Chapter Meeting Sponsorship'.

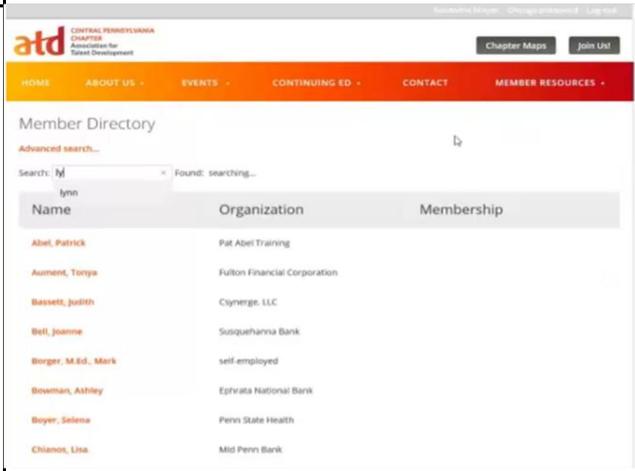
# Central PA ATD Online Orientation Script - Regular Font

## Member Resources

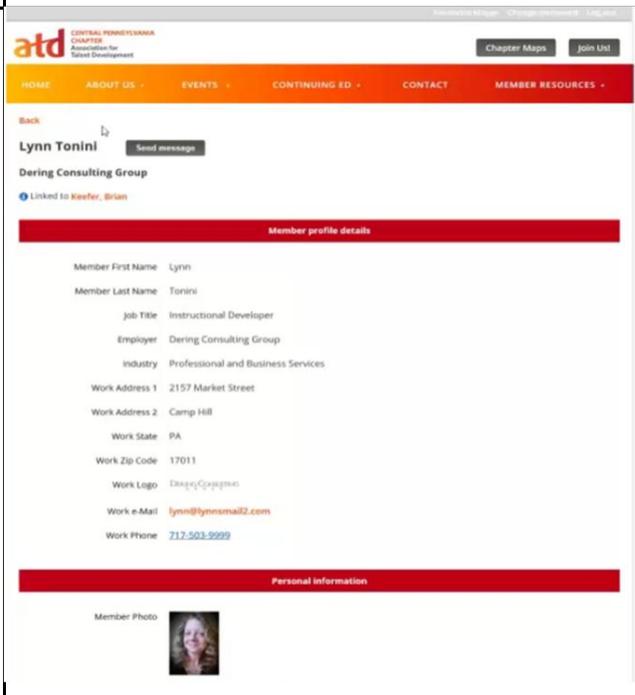
Under "Member Resources," there are a few options that are only available to our members.



The "Member Directory" is where you can find the list of all our members. You can easily search our membership by name or organization here, as well.



Then, when you click on the name of a member, his or her profile will appear.



# Central PA ATD Online Orientation Script - Regular Font

A more detailed member search is possible by selecting the "Advanced Search" link. What comes up is a list of all member profile fields. All you need to do is to select the fields you want to search, scroll down to the bottom of the page and select the "Search" button.

The screenshot shows the 'Member Directory' search page. At the top, there is a navigation bar with 'HOME', 'ABOUT US', 'EVENTS', 'CONTINUING ED', 'CONTACT', and 'MEMBER RESOURCES'. Below the navigation bar, the page title is 'Member Directory'. On the right side, there is a 'Clear values' link. The search form includes several dropdown menus for 'Member ID', 'Member First Name', 'Member Last Name', 'Job Title', 'Employer', and 'Industry'. To the right of these dropdowns is a list of radio button options for various industries, including Agriculture, Air Transportation, Amusement, Gambling, and Recreation, Arts (Performing, Visual, etc.), Automotive, Beverage and Tobacco, Computer/Software, Construction, Education, Electronics, Energy/Utilities, Finance, Fishing and Hunting, Food, Government, and Healthcare.

For example, if you wanted to find all the members who have expertise in a particular topic, such as customer service, all you do is select the "Customer Service" field and hit "Search." All the members with that particular expertise will be listed on the screen. You can then click on a member's name to read his or her profile and even send a message. With our site's search functionality in mind, please be sure to thoroughly fill out your own profile. Our search results will be better when all our members' profiles are thoroughly completed.

The screenshot shows the 'Topics of Expertise' search options. At the top, there is a navigation bar with 'HOME', 'ABOUT US', 'EVENTS', 'CONTINUING ED', 'CONTACT', and 'MEMBER RESOURCES'. Below the navigation bar, the page title is 'Topics of Expertise'. On the right side, there is a 'Clear values' link. The search form includes a dropdown menu for 'Topics of Expertise' with the value 'any of selected'. Below this dropdown is a list of checkboxes for various topics, including Instructional Design, Instructional Development (ILT), Instructional Development (e-Learning), Training Delivery, Evaluation, Change Management, Knowledge Management, Coaching (e.g., job coaching, executive coaching), Consulting, Learning Program Logistics Administration, Training Team/Department Management, Training-the-Trainer, Adult Learning Theory, Career Development, Communication Skills, Computer/Software/Technology Training, Conflict Management, Customer Service, Diversity, Experiential Learning, Finance and Accounting, Health-Wellness/Fitness/Nutrition, Human Resource Management/Administration, Information/Knowledge Management, International/Global Training Issues, Interviewing Skills, Leadership Development, Management Development/Supervisory Skills, Management Styles, Motivation, Multimedia, Negotiation, New Employee Orientation, On-the-job Training, Organizational Development/Culture/Vision, Performance Appraisal, and Performance Management/Coaching.

Moving back to the list of options under "Member Resources," "Learning Event Resources" contains any documents provided by speakers from our in-person programs. If you weren't able to attend an event – or even if you were – you could download the materials from this location.

The screenshot shows the 'Learning Event Resources' page. At the top, there is a navigation bar with 'HOME', 'ABOUT US', 'EVENTS', 'CONTINUING ED', 'CONTACT', and 'MEMBER RESOURCES'. Below the navigation bar, the page title is 'Learning Event Resources'. The page content is organized into sections for different years: '2016 Supporting Documents & Links', '2015 Supporting Documents & Links', '2014 Supporting Documents & Links', and '2012 Supporting Documents & Links'. Each section lists various documents and links, such as 'The Part of Art: From Spoke to Hub, by Jo Tyler - PDF', 'ABCD Learning Objectives Model - PDF', '2013 ASTD Competency Study - PDF', and 'Central PA CPLP Generic Jan 2012 - PowerPoint'.

# Central PA ATD Online Orientation Script - Regular Font

Finally, on the "Job Postings" page, you will find talent development related job opportunities. If your organization would like to post a job here, please contact our VP of Marketing.



## How We Communicate

Our website is one way our chapter leaders communicate with the members. How else do members communicate with each other?



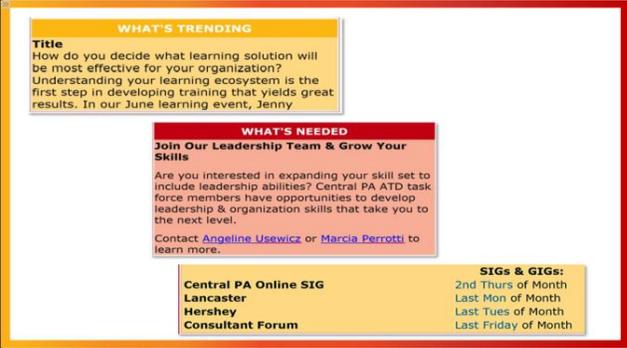
First of all, our chapter is active on Facebook. If you haven't already joined, please look us up by searching for the Central PA Chapter of ATD and submit a request to join.



Also, every month, you will receive a chapter newsletter via email.



Our newsletters inform the members of what's happening in the chapter, including event highlights, welcoming new members, and opportunities to help support the chapter's success.

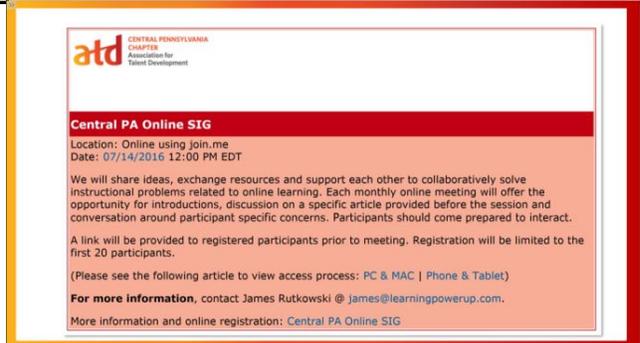


# Central PA ATD Online Orientation Script - Regular Font

If you want to see past newsletters, you can go to the Newsletters page under the "Member Resources" tab.



In addition to the newsletter, you will also receive event reminders via email to ensure you don't miss a program that interests you.



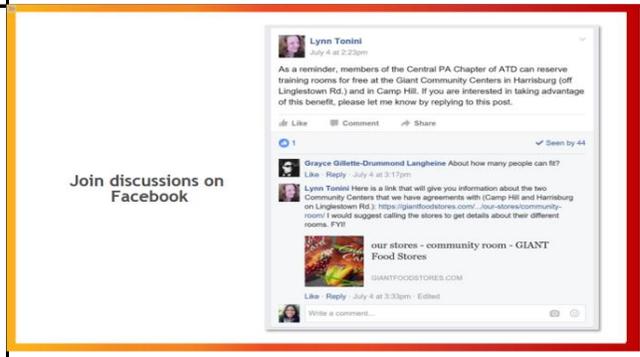
## Maximize Your Membership

Before we finish this program, we want to emphasize a few key things you can do right away to maximize your membership:

- Attend our online or in-person events to build your own professional knowledge and skills, as well as to network with other learning professionals from our region.



- Join and participate in discussions in our Facebook group.



## Central PA ATD Online Orientation Script - Regular Font

- Attend our social events to meet other members in an enjoyable, relaxed atmosphere.

### Attend social events



- Reach out directly to other members who can provide you with tips, tricks, and best practices regarding their areas of expertise



Reach out to members

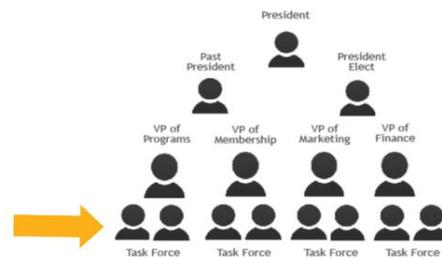
Lynn Tonini

Send message

Dering Consulting Group

- Support the chapter's programs and services by joining one of our task forces, or even running for a position on the Board of Directors.

### Support our chapter



One of the things that people say they find most valuable about being a member of our chapter is the opportunity to meet and build relationships with other learning professionals. The great thing is, all these opportunities we've mentioned help build those relationships.

### VALUABLE BENEFITS

Meet and build relationships



## Central PA ATD Online Orientation Script - Regular Font

### Thank You

Thank you for viewing this orientation program, and thank you for becoming a member of the Central PA Chapter of ATD! If you have any questions, feel free to reach out to the Vice President of Membership. And if you haven't already done so, please take a moment to fill out the new member survey. The link is in the email you received when you joined the chapter.

We look forward to seeing you at an event soon!

# THANK YOU!



Questions? Reach out to the VP of Membership  
Please fill out the new member survey

