

Employee Learning Week

Toolkit



Welcome Message

On behalf of the ASTD Communications and Chapter Services departments, we encourage your chapter to use Employee Learning Week, December 6-10, 2010, as an opportunity to showcase the value of workplace learning.

Our communications toolkit with has resources to help you recognize the week. If you have any questions or would like to request additional materials for Employee Learning Week, please email the ASTD Communications department at elw@astd.org. We appreciate your involvement in the campaign and look forward to working with your chapter!

Included in this toolkit:

- Employee Learning Week Overview and FAQs
- Champion of Learning Certificate
- Resources, Downloads, and Templates
- Media Tips and Talking Points
- Employee Learning Week Proclamation – *Suggested Steps*
- Employee Learning Week Proclamation – *Sample Request Letter*
- Employee Learning Week Proclamation – *Sample Language*
- Press Release Template

Overview and FAQs

Employee Learning Week is an awareness campaign highlighting the important connection between learning and achieving organizational results. Employee Learning Week takes place in December each year, but learning is a year-round event!

Last year, many ASTD members showcased their employee learning programs by holding meetings and events, or by sending special communications during Employee Learning Week. Several ASTD chapters participated in the campaign last year by soliciting the enactment of state and local proclamations to recognize the week. Many chapters enlisted community partners, educational institutions, local government officials, and business leaders to participate in the week.

START PLANNING NOW!

To help your organization or group plan for Employee Learning Week 2010, here is background information on the ELW campaign:

- Why** is Employee Learning Week important? By participating in the campaign, your chapter or organization can shine the spotlight on the value of employee learning and the important connection between training and achieving business success.
- Who** recognizes Employee Learning Week? All organizations are encouraged to showcase their employee learning programs during the week, December 6-11, 2010.

□ **Where** can Employee Learning Week happen? Any location will work. All chapters, groups and/or organizations are welcome to recognize the week in their community by holding an event, special meeting, or sending communications to your members or employees.

Champion of Learning Certificate

As an added bonus, if your chapter recognizes Employee Learning Week through an event, meeting, official proclamation or communication to members, ASTD will send you a "Champion of Learning" certificate. All you need to do is send us a note (elw@astd.org) explaining what your chapter did. And, anything counts! Whether you decide to participate in the week with an awards event, an email to chapter members, or a mention of it on your website--just let us know what your chapter or organization did to recognize the week, and the certificate is yours!

Resources, Downloads, and Templates

The following materials and templates are available for download at www.employeelearningweek.org

- Press release template
- ELW notepads and buttons
- Proclamation templates and guidelines
- Media talking points
- Downloadable logos, web banners, e-postcards, and a new brochure

Media Tips and Talking Points

While your organization or chapter is making plans to promote Employee Learning Week locally, you may want to contact business or workplace reporters at your local paper to discuss your planned activities and events. As you prepare for this outreach, here are some tips from the ASTD Communications department.

Know your media. Research the reporter, media type, and intended audience to learn more about the topics that the paper and reporter usually cover. This will give you an idea of the angle you want to take when pitching the reporter.

Provide facts and resources. Develop a fact sheet or press release template and include all relevant information about your ELW plans. Be sure to designate someone as the point of contact so that the reporter knows whom to call in the future.

Connect to ASTD information and resources. Many of the ASTD Employee Learning Week materials are available online so that you can download or print copies of the brochures and postcards and adapt the ideas on the local level.

Included below is sample language that you may want to use when working with the media.

(Your chapter/organization name) is planning activities (or an event) during ASTD Employee Learning Week, December 6-10, 2010. This is an opportunity for organizations to highlight the important connection between learning and achieving organizational results. We encourage our local media to cover the activities and events, or write a story about the importance of employee learning and development.

The sponsoring organization of Employee Learning Week is ASTD, the American Society for Training & Development, the world's largest association dedicated to the training and development field. The (chapter name) represents learning and performance professionals in the (city/town information here). *(Add more about your local chapter here.)*

(Your organization name) is holding (event/activities) on (date/time) at (location). Last year, 87 organizations and ASTD chapters recognized Employee Learning Week through events, meetings, and communication with members. Seven ASTD chapters recognized the week through Employee Learning Week proclamations in their city, county, or state.

Suggested Steps for Proclamation for Employee Learning Week 2010

Last year several ASTD chapters worked with local officials to request a proclamation of Employee Learning Week in their town, city, county, or state. Since every locality's requirements are different, there is not a defined set of steps to follow. However, here are a few reminders or hints that may be helpful when requesting a proclamation:

- The first step is to visit the website of your locality to determine if proclamation requests are accepted, the timeline for making requests, and the information that must be included. Depending on the locality, requests may be directed to an elected official (a Mayor's office, for example) or a governing body (city/county council). You may need to email the local government's office for more information if you do not find what you are looking for on the website.
- Most ASTD chapters will probably make a request within their town, county, or city. If a chapter is located in the state capital and wants to send a request to the state governor, it may be beneficial to make the request on behalf of ASTD chapters and members in the entire state, not just the capital city. If you choose to do this, be sure to communicate with the chapter presidents in your state in advance so that they are aware of your intent to make the request. Even though your request may be made on behalf of several chapters, be sure to identify one person on the chapter board as a point of contact. Make your request early and within the required timeframe. Some localities ask that proclamation requests are done 60 or 90 days in advance, and some may be longer.
- Use the templates we provide as sample language, and remember that one size doesn't fit all! While we hope these items are helpful, they are not prescriptive. Your town, county, or city may require additional information. Your best bet: do the necessary homework, find out what is required, determine one point of contact in your chapter, and provide useful background information when asked.

Sample Request Letter for a Proclamation

Date

Attention: Person or Official's Name

Title

Office of the (*Official Title*)

Address

City, State, Zip Code

Dear (*Name*),

The American Society for Training & Development (ASTD), the world's largest association dedicated to the training and development field, is celebrating **December 6-10, 2010** as **Employee Learning Week** to recognize the value of learning and the important link between a knowledgeable, highly skilled workforce and organizational success. ASTD members come from more than 100 countries and thousands of organizations. The ASTD (*chapter name*) has (#) members throughout (*insert town, city, or state name*). (*You may want to say a little more about your members here-the types of companies they work for, industries represented, etc.*)

On behalf of the ASTD (*chapter name*) board of directors and members, we would like (*insert local official's name and title, for example, "Mayor Smith"*) to consider this request to proclaim Employee Learning Week in (*insert town, city, or state name here*). Included with this package is additional background information about ASTD and the Employee Learning Week campaign, as well as suggested language for a proclamation.

If you have questions about the ASTD (*insert chapter name here*) chapter or Employee Learning Week, please feel free to contact me by phone or email (*insert your contact information*). Thank you for taking time to consider this request. We appreciate your help in showcasing the value of employee learning and its connection to the success of our (*local*) companies and their long-term competitiveness and vitality.

Best regards,

Your Name

Your Title

ASTD Chapter Name

Sample Language for ASTD Employee Learning Week 2010 Proclamation

A Proclamation

WHEREAS, the organizations of **(town, city, or chapter name)** are committed to creating a highly skilled workforce that is critical to growing and sustaining a competitive advantage;

WHEREAS, they recognize that having a knowledgeable, skilled workforce improves the performance of those organizations;

WHEREAS, learning develops individual and organizational knowledge and expertise;

WHEREAS, the American Society for Training & Development (ASTD)--the world's largest association dedicated to the training and development field --has declared December 6-10, 2010, as "Employee Learning Week" and designated this time for organizations to recognize the value of employee learning;

WHEREAS, Workforce Development is Everyone's Business™;

WHEREAS, the **(chapter name)**, whose members are workplace learning and performance professionals and the organizations in **(town, city, or chapter name)** have demonstrated their commitment to developing the skills of employees and the workforce;

NOW, THEREFORE, I, **(name)**, **(title)** of **(town, city, or chapter name)** do hereby proclaim December 6-10, 2010 as

EMPLOYEE LEARNING WEEK in **(town, city, or state name)** AND ...
(OPTIONAL AREA FOR INCLUDING ADDITIONAL LOCAL INFORMATION)

Press Release Template for Employee Learning Week

FOR IMMEDIATE RELEASE

Media contact: Name

Phone

Email

(Name of Chapter / Organization) To Recognize Employee Learning Week 2010

(City, state) Date – To increase awareness about the strategic value of learning in organizations, the American Society for Training & Development (ASTD) has declared December 6-10, 2010, as “**Employee Learning Week**.” This is an opportunity for organizations to showcase the important link between developing employees’ skills and achieving organizational results.

ASTD research shows that organizations continue to invest in growing the knowledge and skills of their workforce. “Increasingly, business leaders realize that the most important asset in our knowledge economy is talent, and a skilled workforce is the key to realizing results. We encourage all organizations to demonstrate their commitment to learning by recognizing Employee Learning Week,” says Tony Bingham, ASTD President and CEO.

(Add an optional paragraph describing how your chapter or organization will recognize Employee Learning Week.)

To learn more about the *(chapter/organization name here)* recognition of Employee Learning Week, contact *(contact name and email)*. For more information about ASTD Employee Learning Week 2010, visit www.employeelearningweek.org, or email to elw@astd.org.

About ASTD

ASTD (American Society for Training & Development) is the world’s largest association dedicated to the training and development field. ASTD’s members come from more than 100 countries and connect locally in 130 U.S. chapters and with 30 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and as suppliers. For more information, visit www.astd.org