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ASTD Brings Real-World Expertise to Campus through a New Higher Education Offering

(ALEXANDRIA, VA) May 19, 2009 – The American Society for Training & Development (ASTD) is bringing real-world expertise to college campuses around the world. Its new ***Higher Education Affiliate Program*** is aimed at helping educators develop professionally and providing future practitioners of workplace learning and performance with the tools and resources necessary for success upon graduation.

Institutions of higher learning who join with ASTD in this new program will receive access to research and content, a gateway to the Certified Professional in Learning and Performance (CPLP), the only individual credential offered in the training field, professional development tools, and membership in ASTD. Future plans include offering Web 2.0 benefits to professors and students in the form of virtual communities and an extensive social networking infrastructure.

“Being a Higher Education Affiliate Partner means having access to ASTD’s publications and content – from the latest information on best communication techniques to unique research – and using these resources in the classroom,” says Dr. Virginia Bianco-Mathis, a professor at Marymount University and advisor in the creation of the program. “As a department chair and researcher, it is important to have access to professional content,” she adds. “This partnership is a value-add for Marymount’s professors and graduate students.”

"As the roles of education and continuing career development continue to merge it is important to have the right business partners to meet the challenges we will face going forward," says George Vukotich, Department Chair, Graduate Program of Training & Development, Roosevelt University. "We are excited about being the first to partner with ASTD to bridge the gap between formal education and ongoing career development."

In addition to professional development benefits for faculty and staff and academic benefits for students, the ***Higher Education Affiliate Program*** also provides built-in recognition. Community colleges or universities that partner with ASTD will have their programs featured on a special section of ASTD’s website and will have special opportunities for promotion and recognition at ASTD’s annual International Conference & Exposition. ASTD provides another opportunity for academic recognition through its Dissertation Award. This award is presented annually to the person who has submitted the best doctoral dissertation for which a degree has been granted.

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To learn more about ASTD's **Higher Education Affiliate Program** visit: www.astd.org/heap.
To schedule an interview please call 703.683.8192.

About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in more than 130 U.S. chapters and with more than 30 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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