



**Showcase the Contribution of Workplace Learning by Celebrating
Employee Learning Week--
Be Recognized as an ASTD "*Champion of Learning!*"**

Employee Learning Week (ELW) Toolkit for Learning Leaders:

Included in this toolkit:

- **Overview and Frequently Asked Questions**
- **Hints for Recognizing the Week**
- **Materials Available Online**
- **Sample Article**



**Your Company Can Be Recognized as a "Champion of Learning"
with Employee Learning Week 2008!**

On behalf of ASTD, we encourage your company to recognize the second week of December – December 8-12, 2008 – as Employee Learning Week. Use the week as an opportunity to showcase the value of workplace learning in your company.

This year, ASTD has expanded the resources available to help your organization recognize the week. And, if your company recognizes Employee Learning Week through an event, meeting, or communication to employees, ASTD will send you a "Champion of Learning" certificate.

All you need to do is send us a description (by email to: elw@astd.org) explaining what your company planned or did to recognize Employee Learning Week. And, anything counts toward recognizing the week! Whether your company hosts an awards program, holds a learning fair, provides a new training course, communicates to employees about the value of training every day of the week, or mentions Employee Learning Week on your website, every effort – large or small – will be recognized with a Champion of Learning certificate.

If you have any questions, or would like to request additional materials for Employee Learning Week, please email the ASTD Public Relations department at elw@astd.org.

We appreciate your involvement in the campaign and look forward to working with your company!

-ASTD Public Relations



Overview and Frequently Asked Questions – Employee Learning Week 2008

Last year, many ASTD members showcased their employee learning programs by holding meetings and events, or by sending special communications during Employee Learning Week. More than 48 ASTD U.S. chapters participated and 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 2008, here is background information on the ELW campaign:

- **Why is Employee Learning Week important?** By participating in the campaign, your organization can shine a 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 8-12, 2008.
- **Where can Employee Learning Week happen?** Any location will work. All groups and/or organizations are encouraged to recognize the week in their community by holding an event, special meeting, or sending communications to your members or employees.

What materials are available for ELW 2008?

- Media articles
- Downloadable logos, web banners, e-postcards, and e-brochure

Questions about the information provided in the Employee Learning Week Toolkit? Email the ASTD Public Relations department at elw@astd.org, or visit the website at www.employeelearningweek.org.



Hints for Implementing Employee Learning Week

As you prepare for Employee Learning Week outreach, here are some tips from the ASTD Public Relations department. Most Employee Learning Week recognition activities incorporate one or more of the following elements:

EVENT: Start a new Employee Learning Week event that takes place each December to honor the Employee Learning programs in your company.

MEETING: Plan a meeting to provide professional development opportunities for your organization's employees.

COMMUNICATIONS: Plan ways to communicate about your Employee Learning Week recognition and programs to your staff and associates.

Provide facts and resources. Develop a fact sheet or article and include all relevant information about your company's Employee Learning Week plans. If you provide this information to the media, designate someone as the organization's point of contact so that a reporter knows whom to call for additional information.

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 in your organization.

Included below is sample language that you may want to use when communicating about Employee Learning Week:

(Your organization name) is planning to recognize Employee Learning Week, December 8-12, 2008. This is an opportunity for organizations to highlight the important connection between learning and achieving organizational results. The sponsoring organization of Employee Learning Week is ASTD, the American Society for Training & Development, the world's largest association dedicated to workplace learning and performance professionals. *(Add more about your organization here, including the activities your company is planning during Employee Learning Week.)*



Press Release/Article Template for Employee Learning Week

FOR IMMEDIATE RELEASE

Media contact: Name
Telephone
Email

***(Name of Organization)* To Recognize Employee Learning Week 2008**

(City, country) Date – To increase awareness about the strategic value of learning in organizations, the American Society for Training & Development (ASTD) has declared December 8-12, 2008, 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 organization will recognize Employee Learning Week.)

To learn more about the *(organization name here)* recognition of Employee Learning Week, contact *(contact name and email)*. For more information about ASTD Employee Learning Week 2008, visit www.employeelearningweek.org, or email elw@astd.org.

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 134 U.S. chapters and 38 international networks and partners. For more information, visit www.astd.org.