

Conference Call Highlights

May 20, 2011

Please note: the Community Involvement Group Conference Call time is now **12pm -12:30pm on the second Friday of each month. Toll-free dial-in number: (888) 295-6951, Conference code: 7851936107. Our next call is June 10th.** Add this date to your calendar as a recurring appointment to keep up on the latest volunteer opportunities and community involvement projects.

- ✓ Many thanks to the Community Involvement Leaders, **Susan Johnson, Jennifer Williams, Karen Siczka,** and **Cindy Smith** for all of their efforts – they have had a tremendous impact on the community in many ways!
- ✓ We have had great success with our Food drive (569 out of 1000 goal!) and have a new logo – thanks to **Susan Johnson** and our member - **Jacynta (Jay) Brewton** for designing it!
- ✓ Atlanta Habitat for Humanity Partnership – **Jennifer Williams** is doing a great job of coordinating the monthly computer training for Homeowners – the next class is on Tuesday, June 21st from 5-9! Jennifer is managing 18 volunteers for each training session as well as working with a team of ASTD Atlanta volunteers to re-create the training materials! More to come on that!
- ✓ We are looking for volunteers to help with Excel and Word 2007 training for the Atlanta Habitat Staff as well – if you're a good facilitator and have interest, please let us know!
- ✓ Currently, we are working on a partnership with Goodwill of North Georgia (GING) to help develop standard training materials and offer volunteers for technical and soft skill training classes. This is a great opportunity for Chapter members, who live across the Atlanta Metro area to get involved. GING has seven Career Centers: Woodstock, Atlanta, Duluth, Decatur, Athens, Oakwood, and Ellijay. We are seeking a Project Chair as well as a training leader for each Career

Center to work with the Career Center Managers to coordinate the project. More information about the Career Centers is available [here](#).

- ✓ Next Chapter Meeting will be June 20th at SunTrust: *Aligning Learning with Cultural Transformation* at SunTrust

2011 ASTD Atlanta Conference Info

AUGUST 16th is the 2011 CHAPTER CONFERENCE!! Tony Bingham, President of ASTD National will be our Keynote speaker with many more great presentations and learning tracks!

Habitat Computer Training

Habitat for Humanity Homeowner basic computer education classes are held every month until the end of the year. We need instructors once each month as well as “technology partners” to assist participants during the classes.

We Still Need Volunteers for the June 21 Session:

We still need 18 people to volunteer for the June 21 training session, including:

- ✓ 3 Facilitators
- ✓ 12 Technology Partners (TP)
- ✓ 3 TP Alternates

Upcoming class dates:

- ✓ Tuesday, June 21, 5-9 pm
- ✓ Saturday, July 30, 1-5pm
- ✓ Saturday, August 13, 1-5pm
- ✓ Tuesday, September 27, 5-9pm
- ✓ Saturday, October 8, 1-5pm
- ✓ More dates to come...

Mark your calendars and plan to help us with the training in support of the Habitat for Humanity families. Please [email](#) Jennifer Williams, the ASTD Habitat Project Chair, to get involved. Sign up for one or multiple dates.

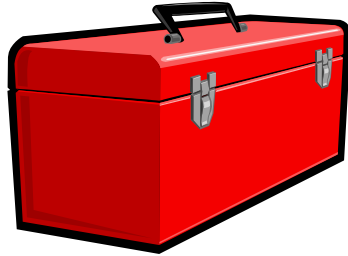
ASTDATLCIG Website

Check out the ASTD Atlanta Community Involvement Group (ASTDATLCIG) [website](#) for easy to access volunteer information, newsletter archives, training documents, templates, and much more.

Want to read a previous edition of the Group's newsletter? Visit the archives and download newsletters at our [ASTD ATL CIG newsletter](#) archive page.

Cool Tools

Add some of these creative training tools and ideas to your own toolbox. Have some you would care to share? [Email them to us](#) and they will be included in a future issue.



This month's tool was contributed by Dawn Gartin, Social Mediaologist and ASTD Atlanta Member.

Recycling: How to Promote Your Events with Social Media

I love recycling. No, not the aluminum can kind of recycling (although, that's good too). I'm talking about recycling information. When I can take a piece of information and put it to good use through more than one avenue, I feel like I just scored a major bargain (another thing I love to do). Queue social media, stage right...

Events, whether a large conference or small monthly meetings, can be publicized by simply sharing the details through social media channels. No longer do we have to write a press release, send it to a few places, and hope for exposure. Now, after we have written that release, we can recycle those particulars to create exposure.

Five easy ways to recycle:

1. Transcribe the information into multiple posts appropriate for the social media sites you use, such as Facebook, Twitter and LinkedIn. All sites are different, so consider etiquette [character count, hyperlinks,



acronym usage, etc.] when you write.

2. If you're using Twitter, make use of a "hashtag" that will be included in all tweets before, during and after the event. This makes the details searchable. If your event is ongoing, this is another way to tie the information together. More info on hashtags [here](#).
3. Utilize URL shorten services, such as bit.ly. (FYI: http://bit.ly/hashtag_dlg is the shortened URL that points to the site mentioned above) so that your character count isn't eaten up by the long web address to the event registration details. [24 characters versus the original 67, in my example.]
4. Find out if your speakers/presenters are on Twitter, Facebook, and LinkedIn and connect with them. Notify them of the activity you are creating online so they can repurpose the information too by retweeting/sharing/linking to their network.
5. Utilize your planning committee to leverage the content as well. Find a champion or 2 (or more) and include them in your plan to use social media. Provide them with the prewritten material and all they need to do is copy/paste/post.

One definition says, "Recycling involves taking something useful and turning it into something new instead of throwing it away." I am all for that! For your next event I encourage you to do your part and "recycle" to make that event a big success.--contributed by Dawn Gartin

Food Drive Gets a New Logo



Many thanks to Chapter member **Jay Brewton** for designing a new logo to represent the 2011 Food Drive. Her contribution to Community Involvement is invaluable and the logo looks great!

Food Drive Stats

At this point, we are more than half way to our goal. Don't forget to bring canned food items to every ASTD meeting you attend throughout the year, including SIG's and GIG's.



Why volunteer?

First of all, what's the **WIIFY** (what's in it for you)? Although you don't get paid for your efforts, the non-

monetary rewards are many. Add to your existing job skills, network, and make a difference within the community. If you know an organization that could benefit from our members' workplace training and performance expertise, [email](#) us.

Our Community Involvement Group has partnerships with many different organizations in the Atlanta Metro area, ranging from Goodwill of North Georgia and Atlanta Habitat for Humanity to the Atlanta Community Food Bank to Dress for Success. Some of the opportunities are on-going and some are one-time events. We even have volunteer opportunities for you to work from your computer. In addition, the Chapter's SIGs and GIGs have many volunteer positions available. You can find information listed on the [ASTD Atlanta website](#). Or email [Cecil Fricano](#), VP of Community Involvement. You'll be glad you did!

Volunteer Appreciation Photos

Some photos from the Habitat for Humanity Appreciation Dinner on April 18th at the Trolley Barn. Attendees included:

- **Melissa Klein**, Habitat for Humanity Education Program
- **Stephen Joachim**, ASTD Atlanta member & Course Facilitator
- **Cecil Fricano**, ASTD Atlanta Community Involvement Chair



- **Jennifer Williams**, ASTD Atlanta HFH Project Chair
- **Jennifer Day & Parents**, ASTD Atlanta member & Course Facilitator (Her parents are HFH Volunteer in Kentucky. It runs in the family)

P.S.

Follow the Greater Atlanta Chapter on [Twitter](#) or [Facebook](#). You can also join our **ASTD Community Involvement LinkedIn group**, a subgroup of ASTD Greater Atlanta to view the latest news from the group, post your news, ask questions, and keep up with the conversation.

Attending an ASTD SIG or GIG event? Attending a volunteer event? We need reporters! Share your pictures and give us a [brief update](#) to be included in a future newsletter. Share your excitement about volunteering with the rest of the Chapter!

Group members are always welcome to submit news, articles, and information for distribution in the group news at any time!

“See” you next month!