

# *The* Lincoln Chapter *of the* American Society for Training & Development, Inc.

## Who We Are

The American Society for Training and Development (ASTD) is a leading association of workplace learning and performance professionals, forming a world-class community of practice. ASTD's 70,000 members and associates come from more than 100 countries and thousands of organizations – multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers. ASTD–Lincoln is the local chapter of this wide reaching professional organization.

## Why this is Important

Smart leaders know what ASTD research has shown: people are the key to driving an organization's competitive edge. People are the chief asset in a fast-paced world, where knowledge and service are the currency of success. The best strategic solution to meet these challenges is workplace learning, which unleashes talent and leads people to peak performance.

## Our Mission

Through exceptional learning and performance, we create a world that works better.

## Our Vision

To be a statewide leader in workplace learning and performance in Nebraska.

### *How we implement our mission*

As leaders and partners in workplace learning, we carry out our mission through the following:

- Fostering the professional growth and leadership development of our members.
- Serving as a valuable workplace learning and development resource to our members' organizations and to the community.
- Encouraging educational institutions to provide programs for the preparation and growth of workplace learning, development, and lifelong learning.
- Creating and maintaining collaborative relationships with professional groups whose missions are similar to ours.

## How to Contact Us

ASTD–Lincoln  
PO Box 82914  
Lincoln, Nebraska 68501-2914  
p: 402.434.7557  
e: [info@astdlincoln.org](mailto:info@astdlincoln.org)  
[www.astdlincoln.org](http://www.astdlincoln.org)



## What We Do

We help Nebraska work better by linking people, learning, and performance.

### *We provide resources for professionals*

- [www.astdlincoln.org](http://www.astdlincoln.org) – Our online informational resource, available 24/7.
- *Training Now!* – Our community access television show (soon to be available as a podcast on our web site).
- *ASTD Link* – Our monthly newsletter.
- Monthly chapter luncheon meetings, presentations and workshops.
- ASTD National Certificate & Professional Certification Programs – Certificate programs in HPI, Training, E-Learning Instructional Design and ROI are available and a new professional certification program was established in 2005.
- ASTD Competency Model – Discover how to communicate your role and value within your organization, and gain a professional development roadmap for career success.
- Professional Development Grants –to assist members with their professional development

### *We bring people together*

- Monthly chapter luncheon meetings, presentations and workshops, serving the needs of the Nebraska workplace learning and performance professionals.
- Special Interest Groups
  - Technology SIG – focusing the use of technology in learning.
  - Consultants SIG – focusing on business and skill development of consultants.
  - Student SIG – focusing on bring future professionals together with current professionals.
- Member Directory – to use your fellow members as resources and sounding boards.
- Job Bank – posts local jobs from companies.
- Volunteer and leadership opportunities – available in all aspects of the organization.
- ASTD Nebraska – reciprocal agreement with the Omaha chapter enables you to get in touch with your local workplace learning and performance community.
- Collaborative events with the Lincoln Human Resource Management Association (LHRMA) and ASTD Nebraska brings the best to you from all areas of the workplace learning and performance field.
- Lincoln Chamber of Commerce membership allows our members to attend any of the Chamber events at member rates, such as *Business After Hours* and Chamber trade shows.
- We are part of the ASTD community consisting of 138 local chapters in the U.S. and 10 global networks around the world.
- Provide the media with insight into the trends affecting workplace learning and performance
- Form alliances with companies, governments, and educational institutions throughout Nebraska

