

Activity 1: Professional Associations

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EDD 8008  
Principles of Instructional Technology

Nova Southeastern University  
February 15, 2012

**1. Briefly trace the history of the association.**

The American Society for Training and Development (ASTD) is an organization that started in 1943. It is now the largest association focused on learning and development in the workplace. In 1946 they instituted a goal “to raise the standards and prestige of the industrial training profession and to further the professional’s education and development”. In recent years being able to measure learning and performance has been a big focus for the association.

***References:***

*ASTD – About Us.* (2010). Retrieved February 9, 2012, from <http://www.astd.org/ASTD/aboutus/>

*ASTD – The History of ASTD.* (2010). Retrieved February 9, 2012, from <http://www.astd.org/ASTD/aboutus/history.htm>

**2. Mention where it is headquartered and how many members it has.**

The ASTD Headquarters is at 1640 King Street, Alexandria, Virginia, 22313. ASTD’s membership include more than 75,000 professionals from over a 100 countries.

***References:***

*LinkedIn – ASTD.* (n.d.). Retrieved February 9, 2012, from <http://www.linkedin.com/company/astd>

*ASTD – ASTD Job Bank.* (2010). Retrieved February 9, 2012, from <http://www.astd.org/content/careers/jobBank/>

**3. Relate its stated mission:**

ASTD's mission is to "Empower professionals to develop knowledge & skills successfully" and its vision is to "Create a world that works better".

***References:***

*ASTD – ASTD Mission and Vision.* (2010). Retrieved February 9, 2012, from <http://www.astd.org/ASTD/aboutus/missionAndVision.htm>

**4. Describe its annual conference(s)**

ASTD has several conferences throughout the year. Some of these conferences are:

- ASTD's International Conference & Exposition
- Telling Ain't Training Conference
- Learning Transfer Conference
- LearnNow Conference
- Learn from the BEST
- ASTD STADA Asia Pacific Conference
- Government Workforce: Learning Innovations
- ASTD TechKnowledge

ASTD's International Conference & Exposition is the association's main annual conference held each spring. With over 8,000 attendees from around the world and different organizations this conference brings various companies and professionals together to share what they are doing in learning and development. This annual conference feature over two hundred education sessions with industry experts, explores the latest theories and models in the industry, and has a huge expo where learning

professionals can meet hundreds of vendors in the industry. This year's conference will take place May 6 - 9, 2012, in Denver, Colorado.

***References:***

*ASTD – ASTD Conferences and Special Events.* (2010). Retrieved February 9, 2012, from <http://www.astd.org/content/conferences/>

*ASTD – About the Conference.* (2010). Retrieved February 9, 2012, from <http://www.astdconference.org/ice12/public/Content.aspx?ID=4675&sortMenu=101001>

**5. List its offices (executive director, president, etc.) and who holds those offices**

- Tony Bingham - President and CEO
- Chris Pirie - 2012 Chair
- Walt McFarland - 2012 Chair-Elect
- Anne Schwartz - 2012 Treasurer
- Julie Clow - 2012 Secretary
- Christie Ward - NAC Chair

***References:***

*ASTD – Meet the Board of Directors.* (2010). Retrieved February 9, 2012, from <http://www.astd.org/ASTD/aboutus/leadership/meetBoardOfDirectors.htm>

**6. Describe how being a member would benefit you, especially regarding achieving your professional goals.**

Being a member of the ASTD organization would benefit me in the fact that I will have the exposure and opportunity to meet others in the field and learn from their experiences.

Networking opportunities come along with being a member as well as the prospect of being able to share and/or present my knowledge and skills with others in the industry. Being exposed to so many different companies and people in the field in one organization can really boost my knowledge of career opportunities that can help me reach various professional goals.