

Quarterly Newsletter

Instructor Connections

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Web 2.0 – What is it?

Recently, the popular jargon that creates a buzz in both our personal and business worlds has been Web 2.0. The term is everywhere, and when asked to describe it, one might be at a loss for the appropriate words. You can't buy it in Target, and you can't download it. It seems mysterious, a trendy term bantered about in techie circles.

Used to describe changing trends in the use of World Wide Web technology, Web 2.0 refers to the use of technology, web-based communities, and hosted services. Rather than conveying a technical program, it refers to the ways that we utilize and interact with the web.

YouTube, MySpace, Facebook, Twitter, LinkedIn, and Flickr are just a few Web 2.0 communities. These sites all share information that is secure (in varying degrees), collaborative, and functional. They use the internet as a platform to deliver content, allowing users to participate, contribute, control, and change or add content.

Web 2.0 goes beyond the original structure of web-based sites that are viewed and then the user can interact by responding. The user actually participates in building and controlling the content of Web 2.0, adding a "social" aspect that is both dynamic and collaborative.

Web 2.0 is often used as a marketing term that describes the next generation or wave of innovation in web usage, and includes the design aspect of web sites that are interactive, and used to build networks that grow and have dynamic content.

In education, Web 2.0 is often used to enhance face-to-face learning, utilizing web-based, dynamic sites to interact outside of the conventional classroom. By providing students with new and innovative avenues to participate, education has the opportunity to engage new generations and populations without costly infrastructure.

To learn more about Web 2.0, utilize your favorite search engine – there is information galore! Don't wait too long, though. Web 3.0 is already being bantered about....

Painter & Drywall Apprenticeship Program

District Council 16 Joint Apprentice Training Council (DC16 JATC) provides apprenticeship training for the Painter and Drywall Finishers trades. Located in Hayward, they provide skill training and incorporate critical health and safety training. The Painter program, now on its fourth year includes 480 class hours and 4,800 on the job hours to complete. In comparison, the Drywall program is equally as challenging as a three year program that includes 320 class hours and 3,600 on the job training to complete. There are currently some 1200 apprentices in the programs. They graduate approximately 100 new journey men and women each year from the two programs.

As part of the partnership with DC16 JATC, TDS serves as the local educational agency (LEA) and fiscal agent. This partnership with the apprenticeship program provides college credit for its apprentices at Chabot College and also results in generating Related and Supplemental Instruction (RSI) funding that DC16 JATC can invest back into their training program.

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Tips of the Trade – Preparing to Pitch

As a subject matter expert partnering with Training and Development Solutions, you are an integral part of the sales process. When you are interviewing with the client, you are making the pitch, selling your services as part of the TDS team. As a self-employed trainer, you are selling your skills daily. Are you prepared to make your pitch? There have been numerous articles on the “30-second Elevator Pitch.” An example of advice for crafting the elevator pitch comes from an article in Business Week, by Carmine Gallo, of Gallo Communications. His advice: ask THE FOUR QUESTIONS.

Question 1: What is my service, product, company, or cause?

Question 2: What problem do I solve?

Question 3: How am I different?

Question 4: Why should you care?

You may find that there are situations when you don't have 30 seconds. David Ciccarelli, Chief Executive Officer and founder of Voices.com writes in his blog, “It is an equally good skill is to be able to communicate exactly what you do in 5 to 10 seconds.” In those 5 seconds, (likely just enough for a single sentence) your only goal is to inspire a follow-up question from the person you're speaking with.

“As an example,” Ciccarelli writes, “I was often asked, ‘Dave, where are you working now?’ I'd reply by saying something like ‘I run this great Internet company, Voices.com,’ which would lead them into asking ‘what does Voices.com do?’ See how easy that was?”

Source: blogs.voices.com/thebiz/2008/02/60_second_pitch_is_dead_long_live_the_5_second_intro.html

Source: www.businessweek.com/print/smallbiz/content/may2005/sb2005054_8868_sb037.htm?chan=sb

SME Profile: Doug Bedinger



Doug began his relationship with TDS in Summer 2007, as a consultant and experienced instructor specializing in soft skills courses such as organizational development, process improvement, and project and change management. Doug has worked closely with TDS clientel to provide Standard Operating Procedures (SOPs) for tasks requiring standardized documentation and process improvement, often used in manufacturing.

With a Bachelor's in Mechanical Engineering from the University of California, Santa Barbara, and a Master's in Human Resources and Organizational Development from the University of San Francisco, Doug works as a principal consultant for a local Bay Area company, focusing on the design, development, and delivery of a variety of learning and organizational development programs targeted to improve individual, team, and organizational performance. Areas of expertise include effective team building, blended learning, E-learning, change management, customized program design and delivery, and project management.

News you Need to Know

- ✓ **OSHA 2009 Course Listing Now Posted** – CLPCCD OSHA Training Center's 2009 Course Listing is now posted on our website (www.osha4you.com). Take a look at what we will be offering in the upcoming year!
- ✓ **Online Sample Invoices Changed** – There are now two sample invoices that can be opened, filled in, and emailed directly to TDS for processing. One for OSHA instructors and one for TDS instructors. When using the sample invoices, please make sure you click on the correct invoice relating to your industry.
- ✓ **New TDS Brochures** – TDS has updated the styling of our brochures to reflect more training topics, a description of Who We Are, Why Us, and Six High-Impact Solutions for businesses and organizations. Come by and take one of our new brochures to read and pass along to any interested organizations.

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