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Workforce Development Committee Expands Offerings

by Tom Berstene

The Education Division's Workforce Development Committee successfully launched the new publication, the *Workforce Development Brief*, about a year ago. The *WFD Brief* has received very favorable feedback, and all three issues have been featured as an "editor's pick" on ASQ's Knowledge Center. Several other divisions' members now have access to this publication in conjunction with a collaborative effort the Education Division is sponsoring. Short articles (~1,200 words) on related topics should be submitted to the *WFD Brief*'s editor at debhopen@nventure.com.

The next issue will be available in September, and it will include an article by Kenny "The Monk" Moore, the well-known co-author of the best-selling book, *The CEO and the Monk*. Moore's article presents a staged model of change, called the "four-room apartment" that can serve as a foundation for determining how to foster lifelong learning in the workplace. This article sets the stage for the webinar, "Engaging Employees in the Learning Organization," which Moore has recorded for Education Division members. This link to the webinar will be included in the article, and the webinar will be accessible 24/7 at no charge to members. Its insightful discussion is sure to offer some new ideas.

The Workforce Development Committee also will include information on how to access its new community networking

site in that issue. This network will make it easy for members interested in workforce development to post articles, blogs, and messages so that real-life experiences can be exchanged and applied in other members' efforts. Adina Suciu will coordinate the network, and she brings a wealth of knowledge related to social networking to her role.

Other projects planned for this area include the following:

- A collaborative effort with the Team and Workforce Development Forum to develop a shared body of knowledge on workforce development and sponsor a competition to generate new articles to include in it (coordinated by Belinda Chavez and Steve Pollock).
- A desktop reference publication (short, pamphlet-sized book) on a topic related to workforce development (coordinated by Christine Robinson).
- An additional archived webinar and associated article by a well-recognized presenter who provides a unique perspective on the field of workforce development (coordinated by Belinda Chavez).
- A three-part virtual workshop taught by Margaret Murphy, a division member who is known for her experience in adult learning. Murphy's articles in the first three issues of *Workforce Development Brief* are a foundation for this course (coordinated by Debbie Hopen).

Finally, this committee will be strongly supporting the division's involvement in the ASQ Standards Committee. The newly released *ANSI/ASQ Z1.11 – 2010 Quality Management System Standards—Requirements for Education Organizations*, work on ISO/TC Committee 232 on learning services for non-formal education and training, and other similar standards activities are related directly to the arena of workforce development. Therefore, absorbing this project into our committee should improve our ability to communicate developments and notify members of input opportunities, etc.

As the new chair of the Workforce Development Committee, I am pleased to share our ambitious program for the next 18 months with you. If you are interested in getting involved in any way, please contact me at tberstene@workforceplanning.com.

About the Author

Thomas G. Berstene is the founder and president of Workforce Planning Associates, Inc. (WFPA). He has more than 20 years of work experience in the area of quality and organizational assessments. Berstene worked for Aetna as an education evaluator and was a commissioned officer in the U.S. Coast Guard where he was a founding member of the Leadership Development Center. Contact Berstene at tberstene@workforceplanning.com.