

Allied Academies International Conference

Las Vegas, Nevada
October 12-15, 1999

Allied Academies Workshop Proceedings

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Proceedings of the Allied Academies Workshops

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**Jo Ann and Jim Carland
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REALMEDIA® WORKSHOP

David Cary, California State University, Northridge
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ABSTRACT

The use of computers and the World Wide Web (www) are often considered as ways to help meet the challenges of the changing demographics that colleges and universities are facing. But being relatively new, and rapidly changing and growing, most faculty have done very little to tap the power of the www. Common ways that the internet has been used by faculty are as a virtual library and a means of communication. Other than posing syllabi, class schedules and reading lists, little has been done in the area of content creation on the web.

This presentation will demonstrate how live lectures using MS PowerPoint® can be converted into RealMedia® and posted on the internet for distant learning projects, and to assist students who have missed classes or from which to review the class lecture. The technology will be presented and then the step by step procedures for creating and posting the files will be demonstrated. I have now been using this methodology for two years and will discuss the pedagogical impact of this method.

**LEADING THE WAY FOR
PERFORMANCE IMPROVEMENT:
MOVING FROM CONTRACT TRAINING AND
LEARNING TO DEVELOPMENT OF THE HUMAN
ASSET FOR PERFORMANCE IMPROVEMENT
AND ATTAINMENT OF AN ORGANIZATION'S
BUSINESS GOALS**

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ABSTRACT

“Managers, government officials, and social science researchers have come to recognize the importance of human capital for competitive advantage (Pfeffer, 1994) and economic growth(Reich, 1992)” (as cited in, Kalleberg et al., 1996, p. 6). These forces driving the restructuring of the workforce have centered on human resources with “strategic human resource management” replacing “personnel management” (Kochan and McKersie, 1992).

It appears that U.S. organizations are placing great faith in training programs, a tool for developing their human assets, as demonstrated by their training investment of more than \$60 Billion in 1998, as reported in Training's 1998 Industry Report. Furthermore, the 1991 National Organization's Study found “more than two thirds of the U.S. labor force works in establishments that offered some kind of formal training (72%)” (Kalleberg et al., 1996, p. 171). Yet, E. Shaw (1995) warns that:

as much as half of this gargantuan expenditure (the \$58.6 billion spent on training) is being utterly wasted--squandered on training that's unnecessary, training that's aimed at non-training problems, and training that's doomed to fail by its poor design (pp. 59-60).

Regardless of the percentage that is the most correct, there is clear evidence that organizations are wasting at least 30 percent of their investment in training. Education professionals concerned with the use of training and other programs aimed at creating learning opportunities must address this issue. Learning programs must be implemented in a cost effective manner and demonstrate how they develop the human asset.

The Division of Continuing Education at the University of Arkansas has successfully bridged the gap between “providing” training/learning opportunities and “developing” human assets/capital. This workshop is intended for other education professionals currently providing learning opportunities to organizations or those interested in providing learning opportunities to organizations. The learning objectives of the workshop are as follows:

1. To have a general understanding of the theories and concepts of human asset development as it relates to delivery of training/learning opportunities in organizations.
2. To understand key processes for delivery of learning opportunities focused on developing the human asset in an organization.
3. To understand the components of an effective assessment and evaluation system that enables the calculation of return-on-investment for learning opportunities.
4. To understand the key skills and/or competencies required to assess needs and deliver human asset development interventions to organizations.

CASE DISCUSSION LEADERSHIP TECHNIQUES WORKSHOP

Robert Stretcher, Hampton University

This workshop is geared toward to production of quality cases using a variety of techniques. Building upon the Harvard University model, the leader of the workshop will indicate the components of good cases and discuss with the participants a variety of concerns. Also, involved in the workshop will be a discussion of what elements of a case are required for publication in the Journal of the International Academy for Case Studies.

JOURNAL OF ENTREPRENEURSHIP EDUCATION WORKSHOP

Robin Anderson, University of Portland

The Editor of the Journal of Entrepreneurship Education will explain the philosophy of the journal and indicate the requirements for publication in that Journal. He will discuss the review process and what is anticipated in submitting high quality manuscripts. Suggestions and comments will be directed at producing a high quality Journal for the readership.

STUDENTS IN FREE ENTERPRISE WORKSHOP

Jared Boyd, Students in Free Enterprise

Participants in this session will get information about SIFE, its purpose, how to initiate a SIFE program in their schools, how to present, what is required, the level of support, the rewards for the students and a myriad of other exciting ideas about the organization, Students in Free Enterprise.

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