

# The Communicator

VOLUME 18, ISSUE 1

APRIL 2017

## INSIDE THIS ISSUE:

---

 President's Message 2
 

---

 National Policy Seminar Highlights 3
 

---

 Awards and Remembrances 4
 

---

 Financial Report 5
 

---

 CTE Report: What do Students Think of Technical School? 6
 

---

 HR Report: Fast Food for Thought 7
 

---

 A New Mind-Set 10
 

---

 ACTE SmartBriefs 11  
13
 

---

## Iota Lambda Sigma Grand Chapter Meeting Held in Las Vegas, NV., December 2, 2016.

Adam Viney, president opened the meeting. The delegates were seated.

The minutes from the last meeting were passed out to be read. There were no corrections. Mickey Kosloski moved to accept the minutes as written. Gary Theil seconded. Motion passed.

The treasurer's report was handed out to be read. Mickey Kosloski moved to accept and Rhonda Hoyman seconded. The motion passed.

### New Business

Lynne Cox read the NAC recommendations:

1. NAC recommends that the constitution and Bylaws revisions be approved pending final editing and distribution to all active chapters.
2. NAC recommends that If Alpha chapter reactivates that they be allowed to reactivate as of the First of December 2016.
3. NAC recommends that Epsilon chapter be placed on probation.
4. NAC recommends that Theta chapter remain on probation.
5. NAC recommends that Rhonda Hoyman be accepted from Nu chapter as the next representative on the board as NAC vice chair.

Each recommendation was presented and passed Rhonda reviewed the National Policy Seminar report, which included handouts for the members. The information will be posted on the web site.

A discussion followed on whether to send Rhonda Hoyman to the seminar this year or to do an internet search for information. Do to all the changes taking place, Mickey Kosloski suggested that she needed to go to the seminar. Mickey moved to send Rhonda to the National Policy seminar. Lynne Cox seconded. Motion passed.

The memorial services was Observed. John Taggert, Alpha Gamma Chapter was remembered.

The awards were next.

Chapter Outstanding member of the year: William Planthold, Nu chapter  
Chapter Business & Industry Workforce Developer: Richard T. Kreh  
Chapter scholar : Lisa Christhlf, Nu Chapter

Adam then passed the gavel to Mickey Kosloski, the incoming President.

The Board meeting date was discussed for June. The final date was not set.

The meeting was adjourned

Respectfully Submitted

*Anna Skinner*

Executive Secretary/Treasurer

## ILS Grand Chapter President's Message Spring 2017



This is going to be a big year in career and technical education. However, at the risk of sounding skeptical, it may be big in a good way or a bad way, as yet to be determined. We anticipate considerable change in 2017, yet it is difficult to put one's finger on exactly what that change might be. We do anxiously await legislative proceedings surrounding the reauthorization of Perkins V, as there is a strong possibility that it will be passed during the 2017 fiscal year. As in past years, level funding is anticipated. We'll keep an eye out on that one.

At the same time, you may have heard that there is a new sheriff in town by the name of Donald J. Trump. We have "big picture" plans from President Trump's camp thus far, but limited detail, which might be expected at this point in his presidency. Yet there is reason for optimism in what he has told us. It does appear to be clear that his top priority in education is school choice, or attempting to provide school-aged children living in poverty options regarding where they attend school. His proposal emphasized private and charter school growth. The details for this portion of his plan have been somewhat revealed, starting with a \$20 billion infusion into education, teacher meritocracy, and an emphasis on more private and charter schools.

President Trump's, as well as new Secretary of Education Betsy DeVos' comments surrounding career and technical education give room for optimism. As has been stated, they want to, "Ensure that the opportunity to attend a two- or four-year college, *or to pursue a trade or a skill set through vocational and technical education*, will be easier to access, pay for, and finish. (<https://www.donaldjtrump.com/policies/education>). While specifics have not been revealed to the extent of the school choice issue, it does give us insight as to how President Trump feels about career and technical education (even if he did call it "vocational"). Initial budget proposals, however, do not appear to be in line with education reform.

So it appears we may, in fact, have cause for optimism. While details and implementation still need to take place, we do have a feel for what camp the Trump administration is following. Stay tuned.



Sincerely,

Mickey Kosloski, ILS Grand Chapter President

## ACTE National Policy Seminar (NPS) Highlights

March 13—March 15, 2017, as reported by Rhonda Hoyman

For the sixth consecutive year, NAC Vice Chair Hoyman represented Iota Lambda Sigma at the in-clement 2017 National Policy Seminar in Washington, DC.

The opening session featured speaker was Josh Kraushaar, Political Editor, National Journal, who pointed out the major conflict in Washington is the clash between the Republican lobbyist and Trump supporters. Kraushaar also pointed out that he expects Betsy DeVos, the new Secretary of Education, to perform well. Kim Ford, Acting Assistant Secretary, OCTAE, stated that DeVos values CTE. However, as with any new administration, future actions will help to form that determination.

In the summer of 2016, the House and Senate appropriations committees approved Fiscal Year (FY) 2017 funding bills that maintain funding for the Perkins basic state grant program at \$1.118 billion and CTE National Programs at \$7.4 million. However, Congress was unable to complete its appropriations work by the end of the physical year in Sep-

tember, which necessitated a short-term continuing resolution (CR) to provide temporary funding for the federal government through December 9. This CR included an across the board cut to keep overall spending within the required budget caps for the year. Because of the way

proves a full-year funding bill. With the new administration, funding decisions were tabled until April 28.

Kermit Kaleba, Federal Policy Director, National Skills Coalition says it will be hard to cut funding for Perkins if it gets reauthorized. He expects an in-

crease in funding for apprenticeship and the National Institute for Health (NIH).

Alicia Hyslop, Director of Public Policy, ACTE, noted that

five Perkins related hearings from fall 2013 to 2016 led to the introduction of “Strengthening Career and Technical Education for the 21<sup>st</sup> Century Act” (HR.5587), which passed with

an overwhelming bipartisan positive House vote 405-5 last year and the Senate themes align with CTE goals and plans. The new Perkins bill will be renumbered and marked up for approval hopefully later this year. The moderate proposal largely maintained Perkins bill.

To read the complete NPS report, visit the [complete report](#) on the ILS Web site.



Perkins funds are budgeted and dispersed, the cut (a total of 5.5 million overall) impacted Perkins basic state grant advance funding for 30 states that was distributed on October 1. Example: Ohio amount change \$0, Texas - \$490,392 and Virginia - \$127,012. (Handout #1 Perkins Basic State Grant Revised 2016 allocations)

The cut could be restored if Congress ap-

# 2016 Annual ILS Awards

## Remembering...



**Outstanding Member**  
William Plant Holt  
Nu Chapter

**Chapter Business & Industry—  
Workforce Developer**  
Richard T. Kreh

**Chapter Scholar of the year**

Lisa Christhelf

Congratulations to our winners,  
and well done!

The following members were reported to have passed away. We remember them with respect.



**Alpha Chapter**  
John Taggart



Iota Lambda Sigma's *Journal for Workforce Education* has been temporarily suspended as it undergoes restructuring. Please continue to check the newsletter and the Web site to learn when it is back in publication.

## Financial Report

for the fiscal year ending 11/30/16

Edward Jones	Revenue	Expenses
Balance Forward 12/1/15	\$16,559.62	
	\$0.70	
		\$5,009.00
Annual Activity		(\$5,008.30)
<b>Ending Balance 11/30/16</b>		<b>\$11,551.32</b>

PNC Bank	Revenue	Expenses
Balance Forward 12/01/15	\$1,406.01	
	\$7,802.53	
		\$4,687.27
Annual Activity		\$3,115.26
<b>Ending Balance 11/30/16</b>		<b>\$4,521.27</b>

To view a line item financial report, please visit the "[Annual Meeting](#)" page of the Web site and click on the "[financial report](#)" link. The Web site is located at <http://www.iotalambdasigma.com>.

## CTE REPORT

### What Do Students Think of Technical School?

By Gabriel Sanchez Zinny, Executive Director at INET, Argentine Ministry of Education

September 22, 2016. Reprinted from The Huffington Post,

[http://www.huffingtonpost.com/gabriel-sanchez-zinny/what-do-students-think-of\\_b\\_12120604.html](http://www.huffingtonpost.com/gabriel-sanchez-zinny/what-do-students-think-of_b_12120604.html)

**W**e rarely consult with students in the education sector. Generally, adults design the curriculum, regulations, and training environments, occasionally asking current or former students what

think. That's why, in the past months, INET has conducted a poll of 1,200 students and teachers from the 2009 national alumni database for secondary technical education, a population which makes up about 15%

and their current employment and income situation, aiming to generate a national conversation about the individual and national returns on investment in education. Based on this and other current studies, INET seeks to analyze ideas and education policy proposals. 62% of students polled evaluated the country's quality of education as good, but mentioned various areas for improvement: 15% mentioned a lack of teacher training; over 7% noted the absence of teachers; 7% referred to a lack of resources like benches, tables, and whiteboards; and close to 8% said that the main problem was the quality of subject matter and the little space for contents related to technology.

**T**he poll also confirmed that since (continued on p. 8)



should be improved or what impact programs have had on their professional lives.

Although theory and investigation show that this impact is positive, at INET we believe it is also important to ask students what they

of the total secondary school population. We asked students about their careers after leaving technical school, to what extent where they relevant for the actual labor market, whether they continued their studies,

## HUMAN RESOURCES NEWS

### Fast Food for Thought

By John Morell, Reprinted from *STORES Magazine*, January 2017.

#### McDonald's shift to cloud-based training improves e-learning and reduces costs

How does one operate a McDonald's restaurant? The company puts franchisees and managers through its extensive Hamburger University program to familiarize them with company procedures, practices and culture, then those people train line workers in their individual stores. It's a system that's worked well throughout the company's long history, and it's complemented by an extensive continuing education program.

However, continuing educa-

tion became increasingly unwieldy. Each restaurant receives a set of binders loaded with more than 1,000 pages outlining corporate procedures, followed by periodic updates that need to be filed inside. Several years ago the company implemented Fred@McD, an intranet-based system that allowed personnel to access a PDF version of the binders, along with multimedia learning tools about procedures, on computers in the back of each store. While that was an improvement, McDonald's thought it could do better.

#### 'SHOULDER-TO-SHOULDER' LEARNING

"The biggest issue was that the e-learning system required the employee to sit in the back and watch about 10 hours of video on the cooking processes and other procedures," says Rob Lauber,

we saw that employees learned best when they were working with someone else on the floor."

The challenge then was how to incorporate that "shoulder-to-shoulder" experience of learning from an experienced crew member into a format that could be quickly and easily used at more than 36,000 restaurants in over 100 countries. "We really had to think about this," Lauber says, "because we could picture what we needed but didn't have the right tools or platform to implement it."

Through conversations with a former colleague who managed learning programs for Comcast, Lauber was introduced to the work of Inkling, a company that moves corporate content into a digital format that's enhanced for mobile platforms.

"Comcast had a similar challenge in reaching a distributed population of field technicians, so we decided to see what Inkling could do," he says.

Started in 2009, Inkling is riding the explosive growth in mobile platforms for businesses. "There are a number of factors that are changing how companies interact with their employees," says Matt MacInnis, Inkling's co-founder and CEO. **(continued on p. 9)**



tion became increasingly unwieldy. Each restaurant receives a set of binders loaded with more than 1,000 pages outlining corporate procedures, followed by periodic updates that need to be filed inside. Several years ago the

vice president and chief learning officer for McDonald's.

"It was tied to specific hardware in a specific location in the restaurant. They were learning, but in our surveys

## CTE REPORT (continued)

### What Do Students Think of Technical School?

**(continued from p. 6)** the National Law 26.058 was passed in 2005, INET has managed to institutionalize itself in technical education. For example, more than 54% of those polled had heard of INET, the majority had clear objectives for technical schools, and 63.4% responded that these schools looked to train technicians with high job placement. When they were asked more specifically, 12.4% answered that technical schools should offer specialized technical education, while 19.9% believed that they should facilitate job placement.

Although in many places, technical school is the only form of secondary education available to youth, more than 70% of the students and their parents chose technical schools as their first option. Additionally, 88.9% of graduates responded that technical schools offer an advantage over non-technical schools. In our poll, we also

asked many questions about education and work and about the relationship between specialized education and job prospects. 83% of students polled maintained

**85.7% RESPONDED AFFIRMATIVELY WHEN ASKED IF THEY BELIEVED THAT THE TRAINING THEY RECEIVED HAS SERVED THEM OR WILL SERVE THEM WELL IN THEIR WORK. ADDITIONALLY, 62% REPORTED AN IMPROVED ECONOMIC SITUATION**

that the technical education fulfilled their expectations. However, 63.9% did not get a job in the field of their course studies, and 55% said that they were currently em-

ployed in fields having no relation to the specialty that they studied.

Nevertheless, 85.7% responded affirmatively when asked if they believed that the training they received has served them or will serve them well in their work. Additionally, 62% reported an improved economic situation.

Another finding of note was young people's reported use of the internet to continue their education. Although we currently have minimal online educational offerings from the professional technical field, we believe expansion will be imperative to generate more access and inclusion for people with time and utility limitations. Public policy incorporates many variables, actors, groups, stakeholders and beneficiaries, but in the case of education, we cannot fail to understand the opinions of students. At the end of the day, they are the priority of the education system.

○○○○

## Fast Food for Thought

(continued from p. 7)

“Service industries are seeing an influx of Millennial-age workers who are accustomed to mobile platforms, and the cost of mobile devices has decreased and will continue to go down.”

As companies look to replace their outdated “binder and desktop” training platforms, Inklings offers a system that is more interactive. “It’s getting the employee education out there in a format that works and is easily accessible,” MacInnis says. “We wanted to show them how to do every task in the restaurant on a mobile platform.”

He says the platform helps companies meet their customer service objectives. “If the training is straightforward and easy to access, the result is a more educated workforce that tends to be happier with their jobs. That attitude comes across the counter to the customer.”

For the McDonald’s project, Inklings took some of the training information and created a prototype for Lauber and his staff. “We showed it around the company to get their feedback on some inexpensive Kindle devices and they were blown away,” Lauber says. “It caught fire from there.”

### ENHANCED LEARNING

Inklings went to work formatting the 1,500 pages of McDonald’s official operations and training manual. “Our vendors are able to take these types of documents and upgrade them into an HTML5 format fairly quickly and inexpensively,” MacInnis says. “For the McDonald’s project, it took about three days.”

Inklings also incorporated videos from the training website, and arranged it so the company can easily modify or change the content.

“From a user-friendly standpoint, it does all that you want it to do. There’s a document composition environment that allows you to make additions or changes, and an analytic engine where you can see who’s accessing the materials,” MacInnis says.

“Since it’s cloud-based, you can update one part of a document without having to upload the entire document.”

Another advantage is the ability to incorporate additional information that helps provide context and company tidbits. “We can add videos on how our potatoes are sourced, how Chicken McNuggets are made, little things that help employees learn about the whole company,” Lauber says.

The program allows for management to correlate store performance with training. “Is a restaurant under-performing on

a particular item, or do they appear to be going through too much product compared to similar stores?” MacInnis says. “You can look up and see who has been looking at parts of the O&T manual and see if everyone’s on the same page.”

Text changes to documents can be approved, as well; a change made to the cooking temperature of french fries, for example, can be reviewed by other members of the operations team, and discussed before the alteration goes live.

One critical area regarding employee training is potential legal implications — a company’s lawyers may not approve of corporate documents that could be easily altered, for instance. “The platform support keeps track of every change,” MacInnis says. “It shows who made the change and when, so if there are any questions there’s a record.”

The result, according to Lauber, is “our procedure guide on steroids.” Instead of learning in the back of the restaurant, team members can stand at a fry station and hold a tablet showing a video walking them through the steps of operating the equipment.

“This type of learning doesn’t replace the  
**(continued on page 12)**

## A New Mind-Set: Shorter attention spans are driving companies like Walmart and PayPal to rethink corporate training.

By Heather Clancy

Reprinted from Fortune Magazine, January 1, 2017

Ladder falls and truck accidents are no laughing matter on the job. But Walmart hopes to prevent them with the help of a game. The mobile app, used by 80,000 of the retailing giant's warehouse and logistics workers, features three-minute presentations about how to do routine tasks like driving a forklift. Employees are then tested to see if they remember the material.

During an initial six-month experiment with 5,000 employees, the number of injuries deemed reportable to the Occupational Safety and Health Administration fell by nearly half.

Results like Walmart's underscore a growing

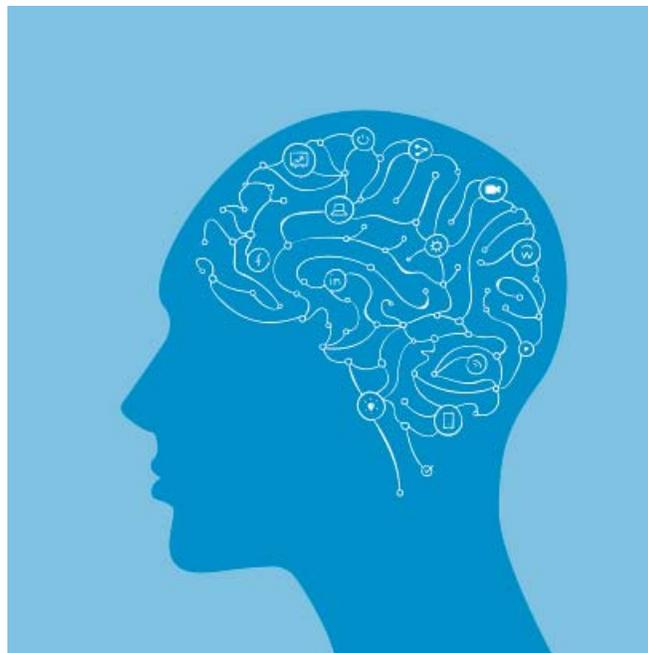
interest among corporations in using software that organizes employee-training material into bite-size, video-centric courses for smartphones and tablet computers. Boring, long-winded lectures

says Josh Bersin, who advises companies about corporate training strategies for consulting firm Deloitte.

There's big money at stake: Companies spent an average of \$1,004 per employee on training and certification materials in 2014, according to Bersin. Cutting some of those costs and shaving the amount of time employees spend in training can make a big difference.

Over the past year, online payments

company PayPal has made a huge push to overhaul its employee-training programs by adopting more nontraditional learning technology. Social media plays a much bigger role **(continued on p. 11)**



just don't cut it with workers raised on the short, staccato pace of Twitter and Facebook .

"People are not patient for long-form content. They want to skip to the part they need,"

## A New Mind-Set *(continued from page 10)*

because it's easy to use and it's where employees already spend a lot of time.

For example, PayPal created a private Facebook group where employees connect directly with invited experts—and one another—to troubleshoot. The company also encourages workers to use Twitter's Periscope live-video service to

watch short classes.

For deeper dives, like how employees can be better mentors, PayPal has tapped Udemy, one of several online-education outfits that provide professional training. PayPal workers can browse Udemy's huge library of courses and follow them at their own pace.

Since these changes at

PayPal, the number of "active learners"—workers who complete at least two training courses every six months—has doubled, says PayPal's chief learning officer Derek Hann. At the same time, the company cut training expenses by nearly 25%. "It's worth making the investment if you want top people to stay longer and do

## ACTE SMART BRIEFS

### How to support employable, marketable students

Connecting students to real-world work opportunities enables them to decide which career path is right for them, writes Jayme Beckham, assistant principal at Henry Abbott Technical High School in Danbury, Conn. Students who build a professional network while in school can sample multiple sectors while developing skills, such as work ethic, Beckham notes. Read more at <http://smartbrief.com/original/2017/01/demonstrating-career-connections>.

### Column: A top-down approach won't be effective today

Consultant Shawn Casemore advises companies to avoid a top-down approach to leadership, instead focusing on mentorship. "Focus less on 'doing the right things' as Peter Drucker once suggested, and instead help employees be more introspective," Casemore writes. Read more at <http://www.industryweek.com/leadership/mentorship-leadership-21st-century>

***The Communicator*** is an official publication of Iota Lambda Sigma, an Honor Society in Workforce Development. The National Office address is:

**Iota Lambda Sigma**  
**607 Park Way West**  
**Oregon, OH 43616**  
**Phone: 419-693-6860**  
**Fax: 419-693-6859**  
**ILSgrandchapter@aol.com**

shoulder-to-shoulder experience, it enhances it. There's a productivity gain since they're not stuck in the back office, and a consistency gain since they're learning from crew leaders and a dynamic multimedia platform at the same time."

## PREPARING FOR MOBILE

The InKling platform has been incorporated in about half of McDonald's U.S. and Canadian restaurants, and plans are for a rollout to franchisees worldwide by 2018. Many of the company's restaurant owners are still using the older desktop-based system and McDonald's wants to allow them to transition gradually.

The platform currently runs on the restaurant's Wi-Fi; many owners are upgrading their systems to allow for the new operations. "In some restaurants the Wi-Fi is great in the dining area but not so good behind the counter," Lauber says. "So a network upgrade is necessary to get it going."

The InKling system is platform-agnostic, meaning it operates on virtually anything that can engage Wi-Fi. "Just hearing that they only needed inexpensive tablets to get into the system got many of our franchisees on board," Lauber says. "There's a big difference between a \$40 Kindle and an \$800 laptop."

Maintenance is easily handled by McDonald's learning department staff, and the platform doesn't require much in the way of instructions. "It's very intuitive," Lauber says. "Anyone accustomed to using apps would find it easy to use."

Response from the restaurants using the platform has been overwhelmingly positive. "It's a modern, inexpensive way to address our training needs," Lauber says.

"Just being able to use the search function and look up information quickly and easily while you're in the kitchen is extremely valuable. Looking ahead, this technology will be very useful as mobile use grows around the world."



**We're on the Web at**  
**[www.iotalambdasigma.com](http://www.iotalambdasigma.com)**

Career Tech Update SmartBriefs (reprinted from ACTE listserv e-mails)

## School Systems Create Pipelines to Teaching (1/27/16)

Eleven states are collaborating with the national network Educators Rising to bring resources and support to high-school students interested in pursuing teaching as a career. Schools affiliated with the network offer teacher-preparation courses, often as a part of their existing career and technical education programs. Students can track the skills they've developed through the network's microcredentialing system.

To read the full article, visit <http://www.edweek.org/ew/articles/2016/01/27/national-network-seeks-to-get-more-hs.html>



## Pondering Generation Z's strengths and weaknesses

People born between 1990 and 1999, sometimes referred to as Generation Z, enter the workforce with digital skills that make them ideal candidates for industries like advertising and marketing, William Craig writes. But their employers may have to cope with a lack of soft skills, such as punctuality and organization, Craig writes.

To read the full article, visit <http://www.sfgate.com/news/article/Will-Gen-Z-Fill-the-Gap-in-Creative-Talent-6777939.php>



### MISSION:

Iota Lambda Sigma is a Professional Honorary Society that recognizes excellence in all phases of workforce development in the fields of education and business/industry. Men and women who may be nominated for membership in this professional society should be representative of the highest caliber professionals in their respective fields.

Secondary education nominees include CTE teachers, supervisors, administrators, board members, and advisory committee members. Post-secondary education nominees include adult education/workforce faculty, students, or administrators.

Men and women from business and industry must be directly or indirectly involved with employee training and professional development either as a trainer or one who facilitates training/development opportunities for employees.

### PURPOSE:

The purpose of ILS is to support the aims of workforce development as reflected and promoted through:

- Recognizing superlative professional performance
- Recognizing scholarly attainment
- Creating and maintaining a close fraternal bond among membership
- Promoting professional improvement

### For more information:

Ms. Anna Skinner  
607 Park Way W.  
Oregon, Ohio 43616  
Phone: (419) 693-6860  
Fax: (419) 693-6859  
Email: [ILSgrandchapter@aol.com](mailto:ILSgrandchapter@aol.com)



# IOTA LAMBDA SIGMA

Thank you to the Iota Lambda Sigma officers, with a special thanks to our Grand Chapter Vice President **Dr. Lynne Cagel Cox** for her long-standing efforts in developing a new marketing tool for the society. It includes information on the ILS mission, purpose, overview, meetings and activities, awards, and membership. Job well done, Dr. Cox, and thank you!

Marketing brochures may be requested by contacting Anna Skinner at [ILSgrandchapter@aol.com](mailto:ILSgrandchapter@aol.com).

Iota Lambda Sigma recognizes individuals for excellence in their various endeavors in workforce education and development.

Persons invited into this professional society come from the fields of education, business, and industry.

We are dedicated to scholarship and excellence in education, business, and industry workforce development. Our Society is a community of professionals dedicated to worthy ideals:

- **Recognizes scholarship and excellence in workforce development.**
- **Promotes the development and dissemination of worthy educational ideals and practices in workforce development.**
- **Enhances the continuous professional growth and leadership of its diverse membership.**
- **Fosters inquiry and reflection on significant educational and training issues.**
- **Maintains a high degree of professional fellowship.**

## *The Emblem of the Society*

The emblem of the Society shall be a key in the form of a keystone with indented top, bearing on the face the Greek letters Iota Lambda Sigma, surmounting a torch over which is crossed a rule and a hammer.

The original design of the emblem is in the keeping of the Executive Secretary-Treasurer, and all emblems worn by members of the Society shall be true copies of the same. Only authentic copies of these in such size or sizes as shall be authorized by the Executive Board shall be used or recognized by the Society or its members.



Many thanks to **Matthew MacVeigh**, a marketing and communications specialist, as well as a doctoral student at North Texas University, for "cleaning up" the artwork of the ILS key

## **IOTA LAMBDA SIGMA**

OFFICE OF THE EXECUTIVE  
SECRETARY-TREASURER  
607 PARK WAY WEST  
OREGON, OHIO 43616  
PHONE: 419-693-6860  
FAX: 419-693-6859