IAE SYMPOSIUM: UP YOUR P.D. GAME

Low Cost | High Value Solutions
PROFESSIONAL DEVELOPMENT

• ASAE, Allied Society
• Massive Open Online Courses (MOOCs)
• Vendor Education
• Open Discussion
Benefits Provided to IREM® Association Executives

What benefits does your chapter provide?

Overall

- Health insurance: 12.8%
- Life insurance: 6.4%
- Liability insurance: 8.5%
- Retirement savings: 0.0%
- Paid vacation: 31.9%
- Paid sick or personal days: 23.4%
- Paid holidays: 21.3%
- Bonus: 48.9%
- Mileage: 63.8%
- Cell phone allowance: 36.2%
- Continuing education: 12.0%
- Rent allowance (if using a home office): 12.8%
- Additional benefits not on the list: 6.4%
ASAE AND ALLIED SOCIETIES

“Association for Associations”
ASAE AND ALLIED SOCIETIES

- Membership
- Education
  - Working with Volunteers
  - CEOOnly
  - Engaging Members
  - Delivering Value
  - Driving Change
- Content
  - Online Communities
  - Weekly or Daily Curated Content
ASAE AND ALLIED SOCIETIES
ASAE AND ALLIED SOCIETIES
MASSIVE OPEN ONLINE COURSES (MOOCs)

A massive open online course (MOOC /muːk/) is an online course aimed at unlimited participation and open access via the web. In addition to traditional course materials such as filmed lectures, readings, and problem sets, many MOOCs provide interactive user forums to support community interactions among students, professors, and teaching assistants (TAs). MOOCs are a recent and widely researched development in distance education which were first introduced in 2006 and emerged as a popular mode of learning in 2012.
MASSIVE OPEN ONLINE COURSES (MOOCs)

WHAT'S A MOOC?

TODAY, MOST MOOCs SHARE THESE CHARACTERISTICS:

- Course content is not located in any one place, but can be found all over the web.
- Participants and instructors aggregate, remix, and repurpose that content during the course.
- Course participants are likely distributed all over the world.
- Most MOOCs are free; there may be a fee if the participant is working toward a form of accreditation.
- True to its name, MOOCs can be massive with a few hundred to several thousand participants engaged in a course simultaneously.
- The courses do not have specific requirements, but active participants are required to stay up to date with rough schedules.
- The classroom is one of many hubs where interaction occurs, including personal blogs or portfolios, websites, social networking sites, and more.
COURSERA—ONE COURSE

- Business
  - Leadership and Management
  - Finance
  - Marketing
  - Essentials
  - Strategy

- Personal Development
  - Public Speaking
  - Communication
  - Brand Management
LYNDA.COM

• Powered by LinkedIn
• Subscription Model
• Similar courses with learning pathways
VENDOR EDUCATION/RESOURCES

• No cost
  • Drives customers to their business

• Highlights key trends

• Share results of white papers

• Earn CAE hours
VENDOR EDUCATION

• Marketo – Marketing Automation and Social
• Abila – Membership & Engagement
• HighRoad Solutions – Marketing and E-communications
• Robert C. Harris, CAE Non Profit Center – Governance and Board Communications
OPEN DISCUSSION

• What tools do you use?
• What subscriptions do you have?
• Anything else?
SUMMARY - PROFESSIONAL DEVELOPMENT

- ASAE, Allied Society
- Massive Open Online Courses (MOOCs)
- Vendor Education
- Open Discussion
FOCUS ON YOUR GOALS

- Limited Time
- Limited Resources
- Start Small
- Leverage Complimentary Education
- Spend Wisely
THANK YOU

CONTACT ME:
WALLING@ASSOCIATIONFORUM.ORG