

PLTG Meeting Notes

September 14, 2012

1. Presidential address
 - a. Thank you to host law firm for today's meeting
 - b. Financial report
 - c. Next month topic: Top Trainer
 - d. Need hosts for November and December
 - e. Next PLTGIF location announcement
 - f. October party details forthcoming
2. Today's topic and speaker
 - a. Char Lemaire from Traveling Coaches
 - b. Topic: Social Media Learning
 - c. Presentation of Traveling Coaches, who they are in the industry, ILTA awards, representatives at today's meeting
 - d. Recent article written by Char regarding social learning
 - e. Agenda discussion: importance of learning communities, what capabilities to look for, what we can do to get started, action list for us to get started.
 - f. More people have mobile devices, than people who have bare necessities.
 - g. Presentation of social media video. Advertising and communication have changed. Email is declining as a communication tool. Texting and social media on the increase.
 - h. Mixed message regarding appropriate response time to e-communication. Expectation of immediate response v. turning off technology to get your work done.
 - i. Pinterest.
 - j. Discussion of learning formats.
 - "Learning," not "training."

- Formal learning v. Just-in-time learning.
 - Flipped classroom - video of the learning to watch at home, then come into the classroom and do your homework. Works with school students.
 - Informal learning - one-on-one, learner-driven.
 - Social learning - we Learn best with others.
- k. Jane Hart, pioneer in social learning.
- l. Learning never ends. Learning must be dynamic. People need to understand that they should be learning. Collaborative spaces compel training.
- m. Lawyers don't see that learning technology is as important as CLE learning.
- n. Break out into groups re social learning.
- look over someone's shoulder
 - YouTube informal recording, which ones have a lot of hits
 - learn from like-minded, peer-to-peer
 - lawyers want to learn from lawyers
 - younger wiz kids who are in the same industry. Partner to associate relationship.
 - ask the person with whom you're comfortable
 - it's goal driven, not best-practice driven.
 - may be an easy solution now, but not a long-term learning solution
 - interacting to share ideas
 - reddit "til" today i learned
 - Yammer. Groups for IT, lawyers, etc. It is a good substitute for facebook in the office.
 - Tapestry - allows you to informally post to an app what you learned.
- o. What's important in a community
- what is important to this group?

- how do you belong to the group?
 - if you feel you belong, you'll share. Like fitting into a neighborhood.
 - shared sense of purpose.
- p. Tools
- what are the features to look for in the tools
 - are you looking to broadcast?
 - the ability to engage in discussion?
 - do you need IM capability?
 - do you need to share videos?
 - real-time interaction?
 - do you want polling?
 - include pictures for emotional connection?
- q. To-do getting started list
- get in the habit of posting a couple of items a day
 - set goals for the community
 - start a Yammer group. Maybe IT first.
 - send links to articles, instead of the article text. Provide guidance on doing so.
 - Use hashtags
 - how to live with social media class
 - Find out from the firm marketing department, what are we doing with social media
- r. Q&A
- s. Social learning white paper on travelingcoaches.com
3. Announcement to vendor members regarding door-prize contributions for our October party.