

ASTD-Long Island

“The perception of learning as an event is a thing of the past—real, effective learning is a process that takes place on the floor, not in the classroom.”

Falls Church, VA, (January 2008) – Dr. Bill Bruck, lead solutions architect and co-founder of Q2Learning, Darrel Walker, vice president of curriculum for technical services at CA, Inc., and Ron Ateshian, director of world wide learning and infrastructure at CA, Inc. will discuss the value of informal learning with ASTD-Long Island members on January 16, 2008.

Mr. Walker will present the initial skepticism with which CA Inc. approached informal learning, then Dr. Bruck and Mr. Ateshian will discuss the process CA used to successfully implement an informal learning culture, using the xPERT eCommunity platform. Mr. Ateshian will present specific examples of learning initiatives that have benefited from this strategy.

“CA’s use of the eCommunity platform is a great example of how organizations can take advantage of informal learning solutions to build learning networks and perpetuate learning long after the ‘event’ is over,” says Dr. Bruck. “It’s very exciting to see this type of learning taking hold in an organization of CA’s caliber.”

About Q2Learning

Q2Learning is a premier provider of collaboration software for learning and knowledge management. The company’s xPERT eCampus, winner of the gold Brandon Hall award for innovative technology, offers the ability to drive mastery learning by rapidly developing blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study. The company’s eCommunity enables the rapid creation of communities of practice, action learning programs and cross-functional project teams.

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