



[mail@astdsac.org](mailto:mail@astdsac.org)

## Why start a Train the Trainer Program at your ASTD Chapter?

We are starting our fourth year of offering a TTT program at ASTD Sacramento and the results have been overwhelmingly positive. We cancelled the first program offered because we hadn't discovered a combination of schedule, price point, and promotion to sell the series, but since coming up with the right formula, this program has taken off.

In our first successful year, we conducted a single program, in year two, two programs, and last year we had to repeat the program three times, due to demand. We have two programs scheduled in 2014. Our current iteration of the program is six one-half day programs offered on Friday mornings over a six to eight week period. In years one and two we used a self-developed program taught by volunteer chapter members. Last year, due to demand, a desire to "upgrade" the program, and volunteer fatigue, we partnered with a local master trainer who designed, developed, and now trains the program. We split the net after costs with the master trainer.

***See Appendix I and II for examples of our net income split and a sample contract***

### **The program has been a benefit to our chapter in many ways:**

- We fulfill a member demand (1/4 of attendees are current members)
- We attract NEW members (and many are young, new to the industry, eager to learn about the profession - a demographic we have struggled to attract to our chapter until now)
- We generate significant non-dues revenue on every program (generally \$1500 to \$3,000 per Program). The non-dues revenue generated by this program and others is what allows us to innovate, experiment, send 5-7 board members per year from CA to DC for ALC, and for our invaluable part-time virtual assistant)

### **New Members / Young Members / Those new to the Profession**

As I said above, the chapter believes the biggest payoff of the program is the attraction of young members, members who are new to the profession, and whom we hope to groom to be the next chapter leaders. After attracting them through this special pricing, then our goal is to retain these new members for the next year and beyond!

We have boosted our pricing over the last few years, but always had a \$60 price differential between member pricing and non-members. Non-members who pay the additional \$60 receive **a one year membership in return for this price differential**. (Regular new member price at our chapter is \$80 for the first year and \$60 for renewal).

There was much board discussion about whether this pricing was a “give-away” of a valuable membership and would devalue membership in the eyes of others. I would characterize the board opinion now as overwhelmingly positive and in favor of this innovative method to attract new members and bring them “into the fold” of local ASTD chapter membership.

### **Pricing**

We started pricing at \$99 for members and \$159 for non-members and our pricing has risen each year. The program for 2014 is priced at \$229 for members and \$289 for non-members (six 1/2 days so it is a bargain price for a TTT program). **Again, non-members who pay the \$60 difference get a one year membership in the chapter.**

### **Marketing and Promotion**

You can see how we promote our current TTT program (coming in April and May) at our chapter website at [www.astdsac.org](http://www.astdsac.org) or copy and paste the link below until May 2014.

[www.astdsac.org/eventcalendar?eventId=850794&EventViewMode=EventDetails](http://www.astdsac.org/eventcalendar?eventId=850794&EventViewMode=EventDetails)

We emphasize that the program is appropriate for new trainers, training professionals looking for a “recharge”, and has been attended by many who have had years of experience in training and development. Many enter the training field with no formal training and use this series to attain a formal introduction to training and development principles, tools, and techniques.

We also link to ASTD national’s reputation by pointing out that the program is built using the internationally recognized ASTD (American Society of Training and Development) Competency Model and the ADDIE Model. We see the program as a cost effective, value-driven event for Learning and Development (L &D) professionals wishing to upgrade their skills in assessment, design, development, delivery, and evaluation.

Some additional promotional materials from past programs can be found at our website in the following archive site. *Note: Go to the end of this summary document to see the various supplemental documents of the elements of a basic “kit” we’ve assembled.*

**See Attachment III for a sample Event Email Blast used to promote our upcoming series.**

### **How is the Program Structured and Scheduled? What is the Venue?**

The program is based on the ADDIE Model, plus an introductory session on industry knowledge:

- Build Industry Knowledge
- Analyze The Need For Training
- Design Effective Training Programs
- Develop Training Visuals, Materials, and Resources
- Implement Engaging Training
- Evaluate Training Program Success

The program ends with a certificate of completion, but the program does not include any formal CEUs or other recognized accreditation.

## **Our Chapters Partners**

We believe that partnerships have been a big part of the success of this program, as well as many of our other successful programs and events. Our "Educational Partner" for the past 2 years has been the Continuing Education Division of the California State University System (CSUS).

*Note: If you don't currently partner with a continuing education division from your local university, state college, or community college, we would recommend that you investigate this option.*

Our CSUS partner hosts the TTT event once a year at their venue or training center (the room for all six sessions are provided gratis), they assist in marketing the program, and their backing adds legitimacy to the effort. In exchange for program sponsorship, the college comes in for a lunch or a morning information session and talks about their more extensive train-the-trainer program, an instructional design program, and other relevant programs. Of course, I'm sure that they hope this six weeks of on-site exposure to their training center is also a way to promote their training capabilities and other offerings to the participants in the TTT series.

This morning or lunch session, which we call a "lunch and learn" is also staffed by an ASTD Sacramento Board member, who talks about the benefits of being a member of ASTD locally and nationally. We answer questions about events, members and membership, and increasingly about CPLP. This is our first retention effort. We generally conduct this session in conjunction with the only paid lunch or refreshments in the series. It is a feel good session that allows for open discussion about the benefits of ASTD National and Chapter membership, but also opens eyes about next steps or ways to build a career in training.

The second session of the year is hosted by another of our partners from the education field, a continuing education division of a local community college. In addition to providing a free or subsidized venue, they often pick up the cost of materials duplication in exchange for a promotional page on the back of the TTT binder of materials.

## **The Train-The-Trainer or Fundamentals Program**

In order to provide your chapter with the maximum of flexibility and choices of "how to launch a TTT", you probably have three options.

### **Do it yourself**

- 1) Assemble a committee or small group and charge them with finding committed volunteers amongst your chapter who will:
  - a. Design and develop a TTT curriculum
  - b. Find volunteers to teach each ½ day component of the curriculum
    - i. Note: When we used volunteers to teach the series, we gave each volunteer a small gift card as a thank you, but they were not paid for their services

## Hire a Master Trainer and Split the net Income

- 2) Find a local Master Trainer, capable of delivering a quality TTT program, and partner with this person to deliver a program.
  - a. The Master Trainer may already have a developed program or may develop one for the program in exchange for exclusive rights to teach the program (*most designer/developer/trainers will not simply hand over the program to the chapter but may be willing to work with the chapter to design something exclusively for the chapter for less than market rates*)
  - b. Negotiate a fair split of program net income with the master trainer. Our net income split can be seen in the appendices of this document. Appendix I – sample revenue split.

### Some other options (mix of options one and two)

- Purchase a curriculum from a recognized vendor and use volunteer members to train the curriculum.
- Purchase a curriculum or allow/assist a qualified member to purchase a curriculum, in exchange for exclusive rights to teach the program
- Hire someone to provide both curriculum and some instruction and guidance for someone to teach the program

***NOTE: If you are interested in more information about our curriculum, contact Katrina Kennedy – ASTD Sacramento’s Master Training for the Fundamentals Program***

*The ASTD Sacramento Chapter has NO Financial Interest or Arrangement with Katrina Kennedy, the designer, developer, and master trainer of our current program.*

*If you are interested in speaking or working with Katrina about the details of her program and/or purchasing options, please contact Katrina directly at [katrina@katrinakennedy.com](mailto:katrina@katrinakennedy.com)*

Good luck from ASTD Sacramento!

We welcome any questions you may have. Please email us at [mail@astdsac.org](mailto:mail@astdsac.org).

Bruce Winner  
ASTD Sacramento  
Director of Communications and Marketing, 2014

## Appendix I

<b>Example of ASTD Fundamentals fee split between Client and Provider</b>		students	Revenue
Member Fee	\$229	12	\$2,748
Non-Member Fee	\$289	13	\$3,757
<b>Gross Revenue</b>			<b>\$6,505</b>
<b>Expenses</b>			
Room rental		\$300	
Materials		\$300	
other			
<b>Expense total</b>		<b>\$600</b>	
<b>Net Revenue (less expenses)</b>		<b>\$5,905</b>	
<b>One-Half of Net Revenue (KK and ASTD)</b>			
	<b>KK</b>	<b>\$2,952.50</b>	
	<b>ASTD</b>	<b>\$2,952.50</b>	
<b>Invoice and Payment schedule Client/Provider</b>			
Invoice info provided by Client at class one			
Invoice provided to ASTD by Provider before class 3			
Payment provided at last day of class (goal) and not later than 10 business days after last class			<b>\$2,952.50</b>
Payment provided on last class			
Total Payment			

# **Appendix II**

## **Contract for Services Rendered to ASTD Sacramento**

This is a contract entered into by <**Katrina Kennedy**> (hereinafter referred to as “the Provider”) and <**The American Society of Training and Development, Sacramento**> (hereinafter referred to as “the Client”) on this date, **February 14, 2014**.

The Provider’s place of business is **REDACTED** and the Client’s place of business is < ASTD Sacramento, P.O. Box 217, Rancho Cordova, CA 95741-0217>.

The Client hereby engages the Provider to provide services described herein under “Scope and Manner of Services.” The Provider hereby agrees to provide the Client with such services in exchange for consideration described herein under “Payment for Services Rendered.”

### **Scope and Manner of Services**

#### **Services To Be Rendered By Provider:**

- The Provider will teach a six-part “Fundamentals of Training Course” for up to 25 students secured by the Client (any assistance in securing students including marketing, promotion, or referral is appreciated by Client but not required of the Provider)
- Services to be rendered in an appropriate training facility (projector, classroom setup, and other necessary equipment) provided by Client
- A master copy of the training materials (participant guide) will be provided to Client for copying for each course, but the master copy and all rights associated is recognized to be the sole property of the Provider. Any rights to this material can only be obtained by the Client through direct negotiations with the Provider and a subsequent written agreement, agreed to by both parties.
- Classes will take place over the course of six Thursday or Friday mornings, 8:30 AM to 12:30 PM, in a schedule agreed upon by both Provider and Client.
- The Provider, or a designee of the Provider, will provide at least two offerings of the course per year (Spring and Fall) with an optional third offering with the agreement of both the Provider and Client.

## Payment for Services Rendered

**The Client shall pay the Provider for services rendered according to the following instructions and schedule:**

Client will pay the Provider one-half of the net profit from each course series, with the only applicable costs subtracted from the gross revenue being the following three items: cost of room rental, cost of materials and duplication, and/or any other special or extraordinary costs mutually agreed upon by the Provider and Client. (Examples could include design or development of shared promotional materials, list purchase for mailing or emailing a group outside of the Sacramento ASTD list, etc.)

If room rental, and/or materials and duplication, and/or other extraordinary costs are covered by sponsorships (i.e. not paid for by ASTD Sacramento), then these will NOT be considered costs, for the purposes of the net profit calculation and therefore the resulting revenue will be evenly split by Client and Provider.

### **Payment / Pricing will be made in the following way:**

Pricing for the course may change, but is expected to be \$229 for members and \$289 for non-members in 2014. Pricing is subject to increase as per ASTD Sacramento.

- A sample calculation of fee split and schedule is provided in attachment I
- A spreadsheet reflecting revenues collected and expenses expended or to be expended by ASTD Sacramento and the amount to be paid to Provider (similar to sample spreadsheet on page 3), will be provided by the Client to the Provider no later than the 2<sup>nd</sup> (second) course session.
- An invoice shall be provided by the Provider and given to the Client no later than the 4<sup>th</sup> (fourth) course session and contain the amount to be paid at the final course session.
- Payment shall be made to the Provider on the last day of the course session.

Should the Client fail to pay the Provider the full amount specified in any invoice within <10> business days of the last class date, a late fee equal to <\$200> shall be added to the amount(s) due.

### **Applicable Law**

This contract shall be governed by the laws of the County of Sacramento in the State of California and any applicable Federal law.

### **Signatures**

In witness of their agreement to the terms above, the parties or their authorized agents hereby affix their signatures:

\_\_\_\_\_  
ASTD Sacramento  
(Printed Name of Client)

\_\_\_\_\_  
Katrina Kennedy  
(Printed Name of Provider)

\_\_\_\_\_  
(Signature of Client or agent) (Date)

\_\_\_\_\_  
(Signature of Provider or agent) (Date)

## **Appendix III**

### Sample Event Email Blast

Dear Bruce,

**We sold out our THREE Fundamentals Series in 2013. Book your spot as soon as possible, so you don't miss out this time!**

**Back by popular demand!**

### **The Spring 2014 Fundamentals for Professional Trainers (Train the Trainer) Series**

**This low-cost, high value program fills early. Don't put off submitting your registration. There are several new additions and changes to the program! Click here for a full [Program Overview](#). Now with a new and dedicated master trainer for the entire series.**

**Katrina Kennedy**, owner of Katrina Kennedy Training, known locally as the "trainers' trainer" has redesigned the program and will be conducting all six one-half day sessions of the program. She has provided training and development classes since 1997. With over 9,000 hours of training delivered to over 15,000 people, she brings practical experience with the issues trainers face.

#### **What do other training professionals have to say about Katrina Kennedy?**

Katrina Kennedy has been a valued trainer, facilitator and coach with CalSTRS for more than 10 years. She is experienced and knowledgeable in leadership development, train-the-trainer, and much more. Katrina's passion and positive energy in the classroom have led to improvement in staff confidence and skills.

Katie Valdivia, HR Training Services Manager  
CALSTRS

Comments from participants in Katrina's Fall 2013 Fundamentals for Professional Trainers (Train the Trainers) Series:

- Katrina sets a high standard for interactive, engaging, quality instruction, development, materials, fun and especially modeling what's being taught. Essential for Train The Trainer classes. Thank you so much!
- Thank you again, Katrina, for the engaging, informative training. It was also fun! I will use much of this info in my conversations with clients.
- Throughout class, Katrina modeled behaviors that were extremely valuable for all trainers.

## **New and improved curricula from Katrina Kennedy**

The course is appropriate for new trainers, training professionals looking for a "recharge", and has been attended by many who have had years of experience in training and development. Many enter the training field with no formal training and use this series to attain a formal introduction to training and development principles, tools, and techniques. The internationally recognized ASTD (American Society of Training and Development) Competency Model and the ADDIE Model have been used to design this high quality, value-driven event for Learning and Development (L &D) professionals wishing to upgrade their skills in assessment, design, development, delivery, and evaluation.

[Register](#)

### **PLEASE NOTE ALL SIX DATES FOR THE SPRING 2014 PROGRAM**

Participants who complete all six sessions receive a Certificate of Completion from ASTD Sacramento.

#### **Each session is from 8:30 a.m. to 12:30 p.m.:**

1. Friday, 4/25: Build Industry Knowledge
2. Friday, 5/2: Analyze The Need For Training
3. Thursday, 5/8: Design Effective Training Programs
4. Friday, 5/16: Develop Training Visuals, Materials, and Resources
5. Friday, 5/23: Implement Engaging Training
6. Friday, 5/30: Evaluate Training Program Success

#### **Location:**

College of Continuing Education at the campus of CSUS, 3000 State University Drive East, Sacramento, CA

***Please Note:*** This is one value-priced fee. Registrants must attend all 6 sessions; it is NOT possible to divide the fee by attendance dates. Price includes all training days, training materials, supplemental handouts, and coffee and light breakfast on the first day of class.

#### **Cost:**

- ASTD Sacramento Chapter Members: \$229
- Non-Members: \$289 (includes a one year annual membership in the Sacramento Chapter of ASTD, which begins the first day of class, April 25, 2014)

NOTE: The price for members translates to less than \$39 per ½ day session. This is a tremendous bargain!

This session of the Fundamentals Program is being sponsored by ASTD Sacramento's Educational Partner in 2014, the College of Continuing Education (CCE) at Sacramento State.

ASTD Sacramento and The College of Continuing Education will join the Fundamentals class for a short session on further professional development opportunities, at some point in the Fundamentals Series.



ASTD Sacramento's Educational Partner in 2014  
**SACRAMENTO STATE**  
COLLEGE OF CONTINUING EDUCATION

[\*\*Register\*\*](#)

Best regards,

ASTD Sacramento Chapter



Alex Read & Laura Perez

Program Co-Directors 2014