

A Personal Note from the President



Wilson Wong,
CEO, Plaid



There are three types of relationships in life: one's relationship with self, with other people and with the things we do. Self is the common denominator in all relationships... if perception of self is skewed, then every other relationship will be skewed as well. Achieving self-awareness and committing to personal growth and development is foundational to success in relationships and life in general.

In understanding the awkward transitional period as college undergraduates seek to define their identity, develop relationships and find their place in an ever-changing world, Plaid has created programs to address the unique self-awareness and personal developmental needs of undergraduates.

One program is Holisticssm, a four year personal development program. This program utilizes Online Learning Modules, an assessment tool (the Birkman Method[®]), and

a Plaid workbook to explore self-awareness, relationships with others, organizational leadership, and career pathing.

Another program is Know Thyselfsm, a two-day personal development workshop. This interactive, facilitated workshop explores one's personal behaviors, motivators, relationships, values and purpose in life.

In the last six months, we are proud to have added Delta Zeta, Phi Kappa Sigma, Alpha Tau Omega, Phi Kappa Psi, Pi Kappa Phi, Zeta Beta Tau, Sewanee - The University of the South, Millsaps College, Fraternity Executives Association, and the National Panhellenic Council to our family committed to *Being. Better.* We look forward to having a conversation with you soon to find ways to help our young people live more insightful lives.

Learning Management System

Plaid's E-Learning capabilities combine the flexibility of a custom web application with the scalability of a cloud-based learning provider.

Over the last several months, Plaid has made a significant investment in the development of a centralized learning platform. Our Learning Management System platform allows for the customization of curriculum to meet the needs of our clients in a manner which generic LMS systems cannot. It is specifically designed to deliver a robust online learning experience to non-profit clients such as colleges, universities, sororities, fraternities and professional associations. This investment allows Plaid to offer superior services to clients, and enhances the online user experience. One of the greatest benefits of the system's open architectural design is its ability to evolve and integrate with new services and technologies as they enter the marketplace. Version 1 of Plaid's platform includes integration with *ScormCloud*, *Birkman Direct* and *Birkman on Demand*. These features bring Plaid's LMS to the forefront of interactive online learning and discovery.

Plaid Partners With Phi Kappa Psi to Design Training and Development Programming



By Chris Hanes * ◆ ■

Plaid is very pleased to be partnering with Phi Kappa Psi Fraternity to design training and development programming over the next three years! Based on a membership survey sent out in 2011, the Phi Kappa Psi Executive Council identified potential knowledge, skills, and attitudes to be developed within three obligations: Personal Integrity, Academic Excellence, and the Dignity and Respect for the Well-Being of

Others. Those three obligations, along with New Member Education and Chapter Accreditation, form the foundation of the programming being developed.

Plaid and Phi Kappa Psi are currently working to survey stakeholders to identify needs and develop expected outcomes of the programming. Development of the New Member Education Program will begin in the next few weeks and will be implemented this summer. Most of the training and development programming will incorporate online learning through the use of our learning management system that can track member usage and evaluate their learning.

Plaid offers professional consultation in traditional and online instructional design including but not limited to:

- New Member Education
- Member Education
- Personal Development
- Leadership Development

Plaid's Instructional Design Philosophy

Plaid uses Adult and Transformative Learning Theories as a foundation for all of our training and development programs, and our instructional design projects. Plaid believes effective instructional design is systematic, iterative and collaborative. Through our instructional design process we seek to answer four fundamental questions:

1. For whom is the program developed?
(i.e., characteristics of learners)
2. What do you want the learners to learn or demonstrate?
(i.e., objectives)
3. How is the subject content or skill best learned?
(i.e., instructional strategies)
4. How do you determine the extent to which learning is achieved?
(i.e., evaluation procedures)

Plaid's Mission

Plaid is a professional consulting company specializing in all aspects of personal and organizational development.

Being. Better.

We believe in helping individuals become better in-and-of themselves, in their relationships with others and in their contributions to their organizations and the world. On an individual level "Being. Better." involves individuals becoming self-aware and committing to personal growth and development.

On an organizational level "Being. Better." involves organizations being true to their organizational culture and focus in order to achieve and maintain a high level of performance.

www.beingplaid.com

Icon Legend/Key



These colors and symbols represent the author's personal Birkman[®] assessment. Plaid uses Birkman[®] tools throughout its program curriculum to assist with individual and organizational evaluation.

- * Interests
- ◆ Usual Behavior
- Needs
- Stress Behavior

Learn More Today

For more information on HOLISTICS please go to <http://beingplaid.com/what-we-do/holistics/> and contact Dawn Watkins, Ph.D., Vice President of Client Engagement at dawn@beingplaid.com.

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Plaid's Instructional Design Philosophy (continued)

Plaid believes evaluation is a critical component in the instructional design process. We use a hybrid evaluation approach when designing instruction that includes formative and summative evaluation, and blends Daniel Stufflebeam's CIPP Evaluation Model with Donald Kirkpatrick's "Four Levels of Learning." Incorporating the questions above and our approach to evaluation, Plaid's Instructional Design Process is as follows:

1. Evaluation

- Context Evaluation (Identifying needs and planning decisions – What should we do?)
- Input Evaluation (Design and strategy decisions – How should we do it?)

2. Development

- Create and assemble content
- Integrate technology
- Review and revise

3. Implementation

- Create procedure for training facilitators on course curriculum, learning outcomes, method of delivery, and testing procedures to ensure program fidelity
- Create procedure for training learners on registration and learning tools
- Ensure learning resources are in place

4. Evaluation

- Process Evaluation (Implementing decisions – are we doing it as planned, and if not, why not?)
- Impact Evaluation (outcome decisions – did it work and what can we do better?)
 - Reaction (e.g., end of program evaluations measuring participant satisfaction with the program and what people think they gained and intend to do as a result of the program)
 - Learning (e.g., testing of program content based on the agreed upon expected learning outcomes)
 - Behavior and Results (e.g., Self-evaluation and report 3-6 months after completing each program asking participants to rate and report change in behavior and results that occurred as a result of the program)



Plaid at Georgia Tech with ATO

Thanks to Alpha Tau Omega for involving Plaid with the men at Georgia Tech through the ACE program! A great group of gentlemen!



Plaid and Delta Zeta

Thanks to Delta Zeta for the opportunity to work with your new Chapter Presidents and your Governing Board at your 2013 Presidents Academy in Dallas!

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FEA Fraternal Skills Project Update



By Dawn Watkins ✱ ◆ ●

Plaid continues in the development of curriculum for Fraternity Executives Association's (FEA) Fraternal Skills Competencies project, and would like

to thank fraternity and sorority staff for their contributions.

The learning outcomes, from which the curriculum is being developed, evolved by surveying executive directors using two surveys in the fall of 2012. In survey #1, FEA executive directors identified needed competencies for director-level staff and executive directors. In Survey #2, executive directors were asked to prioritize those competencies.

In Indianapolis this past December, Plaid solicited feedback on the developed learning outcomes from FEA membership by meeting with director-level staff, and the FEA Board. We then provided a full report at FEA's December meeting. The feedback from director-level staff allowed Plaid to develop a third survey with additional suggested learning outcomes. This was sent to all FEA membership in January 2013 soliciting feedback about these newly proposed learning outcomes. The new learning outcomes that were rated as "high priority" in this third survey will be integrated into the online curriculum development, and throughout in-person sessions at this summer's FEA annual meeting.

Plaid would like to thank all FEA members for their input as we continue our work on the curriculum development. We very much look forward to unveiling the final product later this year.

New Hire Update



Chris Woods
(Kappa Alpha Order)



Plaid is excited to welcome Chris Woods as the newest addition to our team. Chris comes to us with a B.S. in Marketing from Western Kentucky University, and a M.A. in Corporate Communications from Austin Peay State University. Serving in a consultant role focusing on program development and facilitation, Chris provides knowledge and experience specializing in fraternal management, chapter operations and individual leadership development. Prior to Plaid, Chris worked for his national fraternity, Kappa Alpha Order. There, he served as the special assistant to the executive director, and associate director specializing in chapter expansion and recruitment.

"Chris brings to Plaid energy, keen insight and a strong commitment to values-based education. We look forward to great things from him!" – Dawn Watkins, V.P. of Plaid

His true passion lies in working with young people in their pursuit of gaining real world experiences and understanding their own personal abilities. Chris' talents concentrate on motivating and encouraging the inner leader hidden within an individual's personality. He also has an ability to influence positive action which makes his services correspond directly with Plaid's mission. We are excited to add Chris to our team and look forward to his contributions.

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