



**October 2007**

Innovative learning examples, company success stories, new course offerings, and the know-how to make it all happen for your company — that's the kind of information SAE's Corporate Learning Link e-Newsletter promises to deliver.

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## **General Motors University Launches New e-Learning Systems**



General Motors University has recently developed several exciting e-Learning formats. Similar to SAE's mission, GMU exhibits a clear focus on developing world class engineer practitioners.

SAE staff was impressed on a recent visit by not only the high value-quotient of the learning formats GMU has developed, but also the unique and efficient ways in which they are being accomplished. These innovations, a patented Employee Performance Support System (EPSS) hailed the "GM Assistant," microtraining-enabled systems, and e-Guides, have "hit the nail on the head" in terms of learner effectiveness.

The patented Employee Performance Support System (EPSS), or "GM Assistant" was developed using Excel as a backend data repository that populates a desktop learning format. Due to Excel's familiarity and ease of use, Subject Matter Experts are highly motivated to input and review their content for a given learning module. To accommodate multi-language needs, much of the content is subsequently run through a machine translation program, then cycled back through SMEs for quick review and correction.

The microtraining strategy venture is designed with the idea of moving from formal to informal training, which puts the learner at the center of the training experience and provides high-result, training-on-demand capabilities within the context of CAE work. However, the most impressive aspect to the microtraining approach is the impact. For example, one GM engineering group that used the microtraining-enabled system reported improvements of on-time performance and reductions in re-work to a very low percentage. These mini online training modules can be launched for CAE functions at the click of an icon within the CAE application at the exact time when the worker needs to engage in learning.

GMU's e-Learning portfolio also includes e-Guides, which are quick training bursts of 20 minutes or less, deployed in a straight-forward, smooth-running narrated slide format. Relying on relatively simple applications such as PowerPoint, Camtasia, and Sound Forge, e-Guides can be produced and

launched in as little as 30 days and are relatively easy to update. While English is the language used for the slides, the voice track is translated into native languages for overseas audiences. User evaluations on e-Guides showed strikingly high ratings for both the format and quality of the learning experience.

GMU has discovered a way to create the bite-size chunked learning formats that are quick to market, on-demand, learner-centered, and easy to maintain — everything an engineering student could ask for.

## **m-Learning: The Future**



What is mobile e-Learning, or rather, *m-Learning*? Dubbed the "next big thing," m-Learning is e-Learning through mobile wireless gadgets such as Blackberrys, Treos, Q-phones, iPods, iPhones, and other devices of the imminent future. This type of innovation in wireless communication is the latest trend, and as a result, delivering e-Learning via these tools is rapidly commanding interest from across the globe.

### **Plan for the future — 2008 Schedule Available!**

The 2008 open enrollment schedule is now available online. [click here](#) to check it out and plan your training accordingly for the year.

At ASTD's recent conference, Bob Lee of WebEx made a presentation advising that learning providers considering m-Learning factor in three key issues:

1. Duration: m-Learning is quick — think minutes! Attention spans get even shorter with m-Learning. Supplement the m-module with other learning resources.
2. Density: use small chunks, go light on the multimedia, and stay focused on key points.
3. Delivery: consider all available delivery modes (Podcasting, RSS, IM) but be sensitive to learner access issues as well as duration and density decisions.

Don't miss out on a technology that is here and thriving! Let SAE know if your company is currently using or interested in using m-Learning as we'd love to share your story. Email Kevin Perry at [kperry@sae.org](mailto:kperry@sae.org)

## **Receive Results -- Sign Up for the Third Annual Engineer Training Survey**



Preparations are being made for the third Annual North American Automotive Engineer Training Survey. Is your company one of the 42 companies that participated last year? If not, we invite you to sign on as a respondent. The brief 25-question survey tracks trends in various aspects of automotive engineer learning, including preferred learning formats, outsourcing vs. internal trainers, e-Learning proliferation, and the most pressing training needs. Only participating respondents receive the results. Contact Kevin Perry at [kperry@sae.org](mailto:kperry@sae.org) for more information or to sign on as a respondent. The 2008 survey will be launched in January and remain open through February 2008.

## **Alabama Automotive Manufacturers Association Connects with SAE**



The Alabama Automotive Manufacturers Association (AAMA) has announced that it will connect with SAE International to be the official provider of Continuing Education for the Technical Automotive Professional. The first few steps will be to seek more detailed training needs, determine preferred training formats, and map out timelines. In the meantime, we have already begun offering a selection of classes in the Birmingham area and have initiated relationships with several automotive OEMs to address their specific engineer training needs.

## **Save Money with Tremendous Value Training Vouchers**



**2008 Catalog Mailing** Grab

Do you have training budget money left over at the end of this year? Do you want to know how you can use it and not *lose* it?

SAE is now offering training vouchers to organizations that can be used to hold in-house seminar programs, attend open enrollment seminars, or to purchase e-seminars or online training programs which are valid for two years. These vouchers can be purchased in amounts ranging from \$10,000 to \$100,000 or more.

While these vouchers pertain to all seminar categories, when you contract for an in-house seminar using the SAE Training Voucher, you can save an additional 10% from the already discounted in-house seminar presentation fee.

For more information or to purchase an SAE Training Voucher for your organization, [click here](#).

## Take the Guesswork Out of Your Training Budget Plans

Determining an effective training budget can be a daunting task. Numerous questions need to be asked, and must be customized to your specific company and training objectives: What type and level of training is needed? How many hours of training are required? How much money should be allocated to your specific training budget? Let SAE International take the guesswork out of your important budget planning. Our professional development experts are available to assist with your training budgets at no charge. Simply call the SAE Corporate Learning Solutions hotline at 724-772-8529 or send an email to [corplearn@sae.org](mailto:corplearn@sae.org) to begin working with SAE on your customized, no-cost training budgeting.

## New Courses

- [Microbial Contamination in Aviation Fuels and Aircraft Fuel Systems Seminar](#)  
Next offering: December 10, 2007  
Mobile, Alabama  
I.D. #C0728
- [Alternative Fuels: Impact on SI and CI Systems Seminar](#)  
Next offering: December 17-18, 2007  
I.D. #C0729

### [Hybrid Vehicles: The Search for Better Onboard Energy Storage Telephone/Webcast](#)

Don't miss out on this exclusive event that won't be recorded for play-back. Listen to discussions of the latest developments and challenges related to hybrid vehicles.

To request additional information about new course offerings, email [bhoerner@sae.org](mailto:bhoerner@sae.org)

## Suggestions for New Courses

If you have a suggestion for a new course, email [Corplearn@sae.org](mailto:Corplearn@sae.org)

## Contact Us

**Customize your company's training – Contact SAE Corporate Learning Solutions:**

Online: [www.sae.org/corplearning](http://www.sae.org/corplearning)

Email: [corplearn@sae.org](mailto:corplearn@sae.org)

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*Tell us what you think*

Let us know if there are any articles or topics you'd like us to discuss in upcoming issues by [clicking here](#).

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