

# Designing Instruction from Diverse Theoretical Perspectives: Advanced ISD Techniques

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President, Human Performance Systems, Inc. (HPSI)

**Tuesday, October 13<sup>th</sup>, 2009 – 5:30 to 8:00 p.m.**

*Note new meeting times and place. Dinner is catered.*

**NEW → → The Corner Store** ([Click to see a map](#))

**900 South Carolina Ave., S.E. (SC & 9<sup>th</sup> & D Streets, S.E.)**

**Washington, DC 20003 – Eastern Market metro 1 block–park on street**

**To register, go [www.ispi-dc.org](http://www.ispi-dc.org) and click on “Register for the October Program”**

ISPI Members/Students: \$25    Non-Members: \$35    Volunteers: \$15

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## **Want to know sophisticated techniques used by THE master of Instructional Systems Design?**

This is a unique and amazing opportunity to learn from whom we consider *the world's leading expert, our own beloved Dr. Karen Medsker*. You can't get this anywhere else! Just the job aid is worth \$25!

In this hands-on session, we will:

- 1) Review and learn selected advanced ISD techniques
- 2) Compare and contrast design models and strategies based on theoretical perspectives (behavioral, cognitive, humanistic, social, and affective)
- 3) Explore guidelines for selecting, combining, and customizing instructional design approaches based on goals and objectives, content, and target audience characteristics
- 4) Identify the commonalities among all approaches to learning and instruction

**Dr. Karen Medsker** has been a leader in education, training, and performance improvement for 30 years. With a Ph.D. in Instructional Systems from Florida State University, she became instructional technologist at AT&T Bell Laboratories and later Director of Instructional Development at Indiana University–Purdue University. Having chaired the department at Marymount University and taught instructional design and performance improvement for 17 years, she is now Professor Emerita. In 1997, Karen founded HPSI, creating custom training programs and performance improvement tools. Clients include ExxonMobil, federal government agencies, and non-profit organizations such as Goodwill Industries and United Way of America. Karen has published over 60 articles and two books: *The Conditions of Learning: Training Applications* with Robert M. Gagné; and *Models and Strategies for Training Design*, co-edited with Kristina Holdsworth. She edited and wrote for the *2006 Handbook of Human Performance Technology*. Karen began with ISPI in 1980 somewhere in New Jersey but rose to fame as President of the Potomac Chapter, of which she was voted **Life Member**. She is the 2009 recipient of the International Society for Performance Improvement's **Lifetime Service Award** for her decade of outstanding editorship of the scholarly journal *Performance Improvement Quarterly*.