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Media 1 Helps Educators with Workforce Relevancy Recognized by The Chamber for Program Participation

GRAND HAVEN, Michigan, October 3, 2011 — Media 1 is helping teachers prepare the next generation of knowledge and technical workers. The Grand Haven-based consultancy recently garnered recognition from The Chamber of Grand Haven, Spring Lake and Ferrysburg for successful participation in a summer pilot program sponsored in partnership with the Ottawa Area Intermediate School District (OAISD) to give educators real world, hands-on experience with local businesses.

“All too often there is a disconnect between how K-12 curriculum is presented and future on-the-job requirements,” said Chris Willis, Media 1 CEO. “It’s really important to us at Media 1 to help educators get students connected to the real-world experiences that will help mold them into our future employees. At the same time, the students need to really be able to make the connection between what they are doing in the classroom and how it will help them in the future.”

Media 1 participated in the pilot Educators Working for Relevancy Program that launched this summer with several teachers from Grand Haven and Spring Lake Public Schools. The program aims to help educators build that connection between classroom assignments and real-world job skills and works to ensure that local students will have the interest and introductory skills they need to be successful in the future workplace. For the program, Media 1 hosted David Theune, an English and Literature teacher at Spring Lake High School, and helped him complete 40 hours of job shadowing and research into the types of on-the-job tasks corporate learning consultants and developers perform every day.

“There are so many tools and technology that we routinely use in business and we take it for granted that others are using them too, but that’s not always so,” noted Willis. “It is surprising to me that there are still folks out there who have never experienced a webinar. I am really glad that we could help match David with the kinds of skills his kids would need to start practicing in order to pursue a career in a global business or technical environment.”

During his two-week tenure at Media 1, Theune learned about global communication tools for businesses such as virtual rooms and webinars, observed course developers working with eLearning tools, and worked with instructional designers to learn about instructional design and storyboarding for corporate learning.

He also developed his own lesson plans and instructional materials to help his students learn and apply some of the things he discovered at Media 1. Theune has started developing a simple web portal for his students with a short eLearning module and resources for writing a properly cited term paper. He is also considering ways to connect his class with a distance learning classroom for a future assignment, and teaching his students to write beyond “an audience of one.”

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“Dave was very astute in observing, learning, and creatively lining up his subject matter to the real world,” said John Chapin, an instructional and information designer at Media 1 who worked with Theune. “It’s good to know that he will be taking the how’s and why’s of what we do, along with some of our tools and templates, back to his classroom for kids to use.”

The Chamber of Grand Haven, Spring Lake, and Ferrysburg held a graduation celebration for participants in the Educators Working for Relevancy program on Tuesday, September 27, 2011 and honored Media 1 with a certificate of appreciation.

About Media 1

Media 1 is expert in integrating people, technology, and performance to drive Human Capital Improvement. We help Human Resources (HR) build on their existing ecosystem to enhance employee engagement and accelerate time to productivity. With a focus on Onboarding and Leadership Development, our work is based on proven performance factors. We specialize in using Microsoft SharePoint™ technologies to support integrated learning and talent management. Contact us to learn how.

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About Educators Working for Relevancy Program (EWR)

EWR is one component of a broader College and Career Preparation Initiative. The Initiative assists local school districts in ensuring that all students are prepared for both college and a career through flexible and networked resources and programs. It serves all students within the Ottawa Area Intermediate School District (OAISD) in promoting their passions, career aspirations, and academic achievement in collaboration with local school districts, employers, community organizations, colleges/universities, and state and local government.

For more information about EWR, please refer to the OAISD press release at: http://www.oaisd.org/downloads/news_/p16ao9kma71uo4e8c1ivq1ruspbo1_20110928_111540_1.pdf

Also, refer to The Grand Haven Tribune article/photo:

<http://www.grandhaventribune.com/content/first-educators-working-relevancy-class-graduates>

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