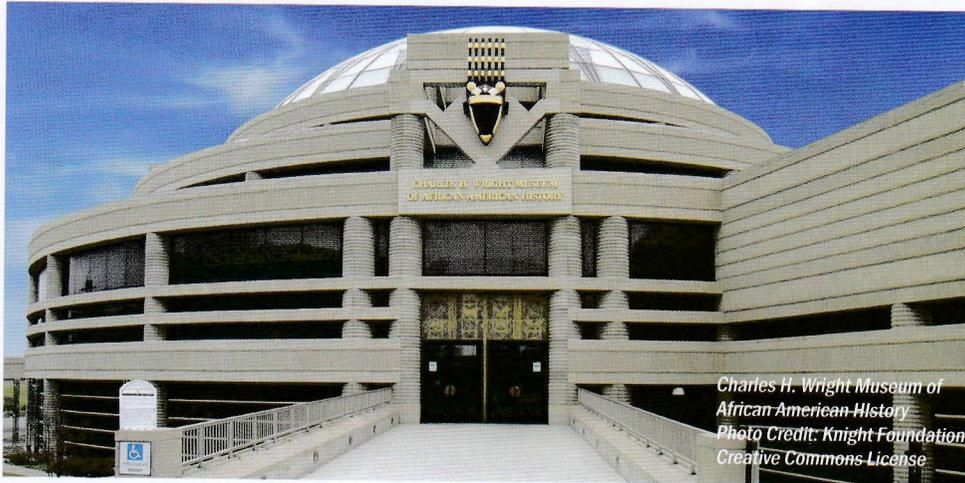


# EDUTOURS | Enhance Learning Through Place-Based Education

By Aaron D. Wolowiec, MSA, CAE, CMP, CTA



Charles H. Wright Museum of African American History  
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Planners are armed with a variety of room sets to enhance the learning environment. Under some circumstances, however, the usual theater, classroom, or banquet approach just doesn't cut it. Particularly as associations commit to elevated learning experiences that both engage and challenge learners to perform beyond the four walls of our conference venues, it makes sense to look at what can be learned at the location.

With the help of MSAE members, EduTours will unveil at this year's ASAE Annual Meeting in Detroit. America's great comeback city is full of inspirational stories of hope, growth, and reinvention. On Tuesday, Aug. 11, participants will have the opportunity to witness these stories and earn CAE credit by attending one of nine innovative EduTours.

EduTours lure conference attendees out of the classroom and into the community to not only gain exposure to real-world problem-solving, but also to apply these lessons learned to present-day association challenges in a fun and collaborative way. Each EduTour at ASAE focuses on a different CAE knowledge domain and is co-facilitated by a venue expert and an association thought leader.

## Shinola — Building a Luxury Brand

*Domain 1: Strategic Management*

Establishing and integrating a brand that is both identifiable and conveys an organization's core values can be tough for associations. Shinola, an American-made luxury watchmaker, developed roots in Detroit and has quickly gained marketshare.

## The Parade Company — Managing a Volunteer Workforce

*Domain 2: Governance & Structure*

The Parade Company produces one of the largest, oldest, and most spectacular parades in the country. Its success is due in part to the 1,500 parade volunteers who dedicate more than 25,000 hours of their time annually.

## Detroit Athletic Club — Lessons in Member Engagement

*Domain 3: Membership Development*

Tradition and excellence thrive at the Detroit Athletic Club, one of the finest private clubs in the country. The DAC celebrates 100 years in 2015. Movers and shakers from all industries can be found enjoying lunch, attending member outings, or participating in organized sports, from bowling to squash. Membership continues to rise, particularly for young professionals ages 33 and under.

## Detroit Historical Museum — Developing and Funding Programs

*Domain 4: Programs, Products and Services*

Having raised \$21.2 million in five years, the Detroit Historical Museum has adopted a free admission policy, digitized artifacts, installed six new exhibits and attractions, created new educational programming, and published two books.

## Charles H. Wright Museum of African American History — Celebrating Diversity and Leadership

*Domain 5: Leadership*

The museum provides learning opportunities, exhibitions, programs, and events based on collections and research that explore the diverse history and culture of African-Americans and their origins.



OnStar Command Center  
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## OnStar (a subsidiary of General Motors) — Aligning People and Technology

*Domain 6: Administration*

While touring the OnStar Command Center, see firsthand how the organization has aligned people and technology to become the world's leading provider of in-vehicle safety.

**Henry Ford Innovation Institute  
— Integrating Research and  
Operations in Healthcare**

*Domain 7: Knowledge  
Management & Research*

The Institute is an independent scientific research and educational entity that works to enhance patient care through innovation and creative ideation. Examine how a research agenda is developed both to benefit internal operations and to advance the industry.



**Outdoor Adventure Center  
— Organizing a Coalition**

*Domain 8: Public Policy,  
Government Relations &  
Coalition Building*

Learn how the Michigan Department of Natural Resources worked with the Detroit Riverfront Conservancy to develop the Outdoor Adventure Center as a means of introducing visitors to state parks, recreation areas, beaches, trails, and harbors.

**Detroit Opera House  
— Marketing to and  
Engaging Stakeholders**

*Domain 9: Marketing, Public  
Relations & Communications*

With superb acoustics and an orchestra pit large enough to accommodate 100 musicians, the opera house has annually hosted opera and dance productions, as well as a variety of other musical and comedy events since 1996.

Capacity for each EduTour is limited. Sign up for your favorite EduTour while registering for the ASAE Annual Meeting and Exposition. You may also learn more about the mechanics

**Could You Offer EduTours?**

At our annual ORGPRO Conference, MSAE has offered an alternative outing for years similar to the EduTour concept. How about you? All chief learning officers are encouraged to incorporate this perspective into their strategic planning as a way to enhance the learning environment for their members. The best way to learn more about how this unique learning experience works is to attend the ORGPRO EduTour, Excellence Through Planning and Reinvention, on June 10.

At this year's ORGPRO, we've aligned this alternative outing very closely with the EduTour approach. Think of the ORGPRO EduTour as "EduTour lite," since it does not include the comprehensive instruction by CAEs but still provides a unique perspective that you can only receive by seeing the project in action.

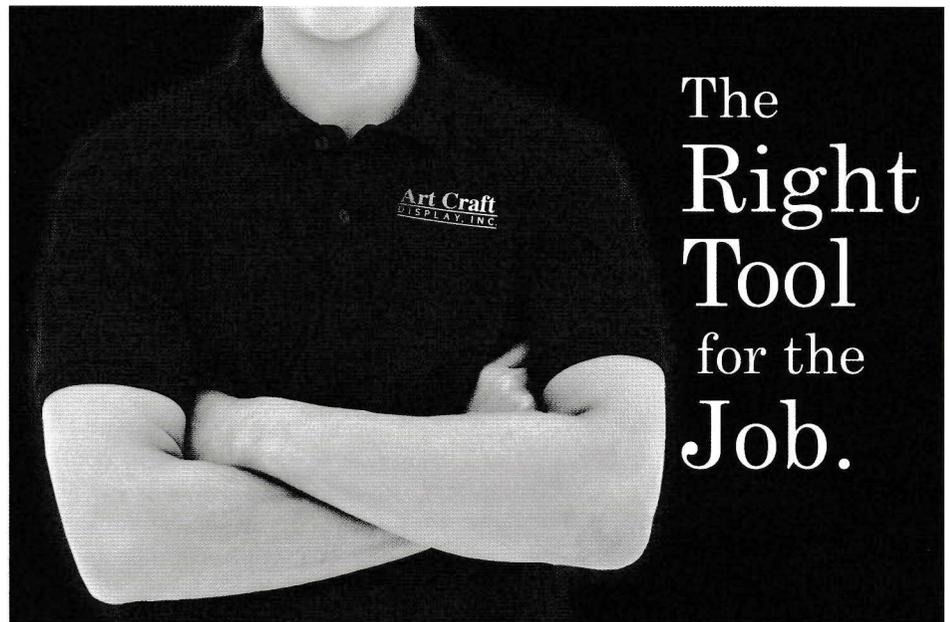
The ORGPRO EduTour, Excellence Through Planning and Reinvention, features learning about the logistics planning and implementation that takes place on MSU football game days. This session is followed by the story of how MSU reinvented the college dining experience, simply by listening to insights regarding food choices. Lastly, experience how the MSU Recycling Center has elevated the university's sustainability efforts, and, in turn, strengthened the school's brand. Attending this educational event earns participants CAE and CMP credit.

And remember — volunteers trained at ORGPRO, who volunteer four hours in a day at the ASAE annual meeting, receive a complimentary day of registration to ASAE's meeting. For more information visit [www.msae.org](http://www.msae.org) or email [info@msae.org](mailto:info@msae.org). — Cheryl Ronk, CAE, president, MSAE

of this new offering during the ASAE learning lab, "Enhancing Learning Through Place-based Education," on Monday, Aug. 10, 2015 at 2 p.m. ♦

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and president of Event Garde, a Grand Rapids-based professional development consulting firm. Event Garde believes in dynamic, meaningful, and compelling education and networking experiences rooted in quality instructional design and the latest learning research.



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