

# MASIE Sample Scorecard



LEARNING INITIATIVES	Previous Status	Current Status	Completion Date
Project	N/A	◆	31-Aug-09
Project	N/A	◆	30-Sep-09
Project	N/A	◆	30-Jun-09
Project	N/A	◆	31-Jul-09
Project	N/A	◆	31-Aug-09
Project	N/A	◆	30-Sep-09
Project	N/A	◆	28-Feb-10
Project	N/A	◆	28-Dec-09
Project	N/A	◆	30-Sep-09
Project	N/A	◆	31-Jul-09
Project	N/A	◆	31-Aug-09
Project	N/A	◆	1-Dec-09
Project	N/A	◆	N/A
Project	N/A	◆	1-May-09
Project	N/A	◆	15-Jan-09
Project	N/A	◆	30-Jan-09
Project	N/A	◆	20-Jan-09
Project	N/A	◆	16-Feb-09
Project	N/A	◆	9-Feb-09
Project	N/A	◆	27-Feb-09
Project	N/A	◆	15-Apr-09
Project	N/A	◆	18-Apr-09
Project	N/A	◆	18-Apr-09
Project	N/A	◆	4-May-09
Project	N/A	◆	30-Jun-09

2009 CLE Acceptance Testing [CLEAT]	Sponsors	Completion Date
CLEAT	Client 1	◆ Ongoing
CLEAT	Client 2	◆ Sept
CLEAT	Client 3	◆ April
CLEAT	Client 4	◆ February
CLEAT	Client 5	◆ February

INTERNAL CLE INITIATIVES	Previous Status	Current Status	Completion Date
Web Site Re-design	N/A	◆	TBD
Virtual Reality Trainer	N/A	◆	TBD

KEY: ◆ PLANNING ◆ TRAINING UNDERWAY NOW ◆ COMPLETE

FACILITATIONS	Date	Sponsors
Facilitation 1	7-Jan-09	Exec 1
Facilitation 2	24-Feb-09	Exec 1, Exec 2
Facilitation 3	18-Mar-09	Exec 3
Facilitation 4	31-Mar-09	Exec 1, Exec 4

KEPNER TREGOE FACILITATIONS & WORKSHOPS	Date	Sponsors
Project Alpha Decision Analysis	2-Feb-09	Exec 1
PSDM Workshop 1-day Refresher	27-Feb-09	Exec 3
Initiative Beta Analysis Situation App.	30-Mar-09	Exec 1
Project Delta Decision Analysis	16-Apr-09	Exec 6
3-day KT Workshop	12-May-09	Exec 7
3-day KT Workshop [NY]	23-Jun-09	Exec 4
3-day KT Workshop	29-Jun-09	Exec 4

## LEARNING INITIATIVES HIGHLIGHTS

**Team 2009:** CLE expands its customer base to include training deployed specifically to BEST colleagues with three primary initiatives: Service Excellence, a half-day workshop mandated for all BEST employees; Clarity, a modular finance tracking tool which is used for ACE submittal, project planning and time tracking by BPS, CLE and PM groups as well as select CNN business partners; and Escalation/Send Word Now, a short course for all BEST support personnel clarifying the who/what/why/where/when issues around escalating equipment failures using the Send Word Now application. We created two videos this year for the BEST Team, Relentless Improvement Goals Kickoff and Business Excellence. We continue educating our BEST colleagues on the equipment they support, providing Sony 700 XDCam camera, Bare Drive and Final Cut Pro usage classes for Engineers and support specialists. In NY alone, we've logged more than 100 "support calls" from technical personnel on BMAM, FCP and DNG.

**HD INITIATIVES:** A significant portion of CLE's technology and DNG training will focus on applications, hardware and workflow surrounding CNN's ongoing HD initiatives. MediaSource 2 Training will encompass 800-1000 users through 2010. Final Cut Pro training in Atlanta will take approximately 6 months to complete, due to the 4-day class duration. To support this, the Mac Lab will be available for students to practice what they've learned in class ahead of launch in February 2010.

**LA PROJECT ALPHA:** CLE has spent a significant amount of time working in the LA Bureau on their new file based production workflow. In anticipation of this, several trainers have rotated into the bureau to provide refresher courses on CNN basics such as iNews, MIRA, iTunes and Mozart, plus XD Camera and DNG. Once the new system is in place, CLE will work with bureau personnel to formalize workflow and conduct training.

**POLITICAL COVERAGE:** CLE supported Election Day coverage extensively in 2008 with training for EGO's and Producers and rehearsal and live programming support. This year, CLE continues their support, offering refreshers as appropriate on the graphics workflow.

**CNN NEWS GROUP SUPPORT 2009:** CLE worked with the News Group clients to help them develop a broad training initiative to educate newsroom personnel. We have consulted to provide guidance on documentation, provided an online repository for information from Tech Tuesdays, and putting together a quick start guide for the CNN Images team on basic photography. Our Learning Partners at the PDC worked with CLE to allow us to put together a Microsoft Outlook class for Journalists, that is more in line with the CNN client's needs, targeting high impact, short class length [90 minutes or less, versus the PDC's all day offering]. In December, CLE rolled this out in NY with great success, and we now offer it upon request.

**SEASONAL TRAINING:** CLE supports intern and CNN Journalist Fellowship Program participants each year.

## METRICS

	July '08-	July '07-
Number of Distinct CLE Classes in that Year	91	76
Number of Students Trained	5169	5409
Estimated Value of CLE Training	\$x.xx m	\$x.xx m

## OTHER CLE NEWS

In 2008, CLE introduced the CLE Acceptance Testing [CLEAT] process. In April, Finance worked with CLE to provide us with a \$capitalized labor cost on CLEAT. Projects that are relying on CLEAT will budget for these costs moving forward.

ISO far in 2009, CLE has **upgraded much of its technical infrastructure** through renewal and replacement [desktops and Smart Board] and with new ACE'd initiatives [Mac Lab, Mac Laptops for ATL, NY]. CLE's training equipment in ATL is now being supported by News Systems instead of ITS, so we are experiencing much better performance on all of our machines. On June 24th, CLE formally inaugurated the new **Mac Lab** in Atlanta. The lab will support the MOPS Final Cut Pro training to support the volume of Editor/Producers on HD production. Since we purchased laptops for the lab, NY and ATL, we also now have a portable training capability for Final Cut Pro, which will be useful as we expand use of Final Cut Pro network-wide.

CLE is reformatting it's multi-day courses [Final Cut Pro, Camera Production, & Kepner Tregoe] into **modular classes** with homework. We rolled this out in DC with a Camera Production course, where students trained for a couple of hours each week on specific things about the camera, then had homework assignments based on what they learned. Each week, students returned for a formal critique with their instructor. In this case, breaking out a 2-day course into eight 90+/- minute classes has improved information retention, and weeded out students who are not serious about keeping their skills up to date. The modular edit class has been designed, but will likely not be rolled out en masse until after the HD training is complete for Atlanta. The Kepner-Tregoe modular courses begin in the Fall, with staggered release through early 2010.

CLE's 2008 Tax Credit was valued at \$xxx,xxx