CTAG Manual Development Workshop
May 17-18, 2023 (immediately following PACT meeting)
Travers City, MI

Draft Agenda

Wednesday, May 17th

1:30 **Welcome and CTAG Goals**
Linda Johns

1:50 **Identifying Manual Content: Working with Applicators to Ground Truth Our Manuals**
Drew Martin
The best way to identify content is to interview and shadow recently certified applicators to determine what tasks they perform and what knowledge and skills they need to adequately perform them. Then you can develop a manual that provides the necessary training for applicators to gain the identified knowledge and skills.

2:30 **Learning Objectives**
Dan Wixted
This presentation will show how listing learning objectives at the start of each chapter can be used to improve the applicator's learning, your writing, and the certification exam.

3:00 **Break**

3:15 **Tying the Manual to the Exam**
Drew Martin and Dan Wixted
Understanding the link between the manual and exam is important in developing a good manual. One prevailing issue is that a certification exam can't cover everything that's in a manual. We will present two methods for determining what the exam should cover.

3:50 **Writing Manuals for Multiple States**
Dan Wixted
One of CTAG's goals is to encourage regional development of manuals, where possible, to help lessen the burden on individual states. This presentation will talk about how to do that, including lesson learned, from a program that has been doing it for a long time.

4:30 **Adjourn**

Thursday, May 18th

8:00   Exam Prep vs Reference Material
Dan Wixted
A training manual helps an applicator prepare for the certification exam. But does that mean it should include only information that might be covered on the exam? Or can it include other useful information that the applicator can refer to once their on the job? How does your answer affect how you put the manual together? This presentation will take on those questions to help you decide what's the best way to go.

8:40   Chapter Order & Length
Dan Wixted
There's a big difference between building a manual that's an educational tool and simply covering all the necessary content. We will discuss a learner-centered approach on ordering content in a manual.

9:10   Layout to Enhance Readability
Dan Wixted
Ever wonder why pesticide applicator training manuals never make the New York Times bestseller list? Neither have we. Instead, we have to accept that our manuals simply won't be what you'd call "page turners." On top of that, many in our audience are not fresh out of college, accustomed to reading and being tested on lengthy and dry volumes. This means we are fighting an uphill battle just to keep our readers awake. This presentation will discuss layout considerations that help reduce eye strain and eye fatigue.

9:55   Break

10:10   Writing to Enhance Readability
Dan Wixted
"Readability" does not just refer to the ability to read text. It refers to how easy it is to read, understand, and make meaning of the text. This presentation will provide tips to help you go from simply putting words on a page to helping your readers learn.

10:55   Tips from an Editor
Sharon Gripp
One of the best ways to improve your writing and your manuals is to have someone else read your work. In this presentation, a PSEP editor will provide tips and examples to help you avoid common pitfalls, pay attention to detail, improve your process of manual development, and produce a better product for your audience.

12:00   Lunch

1:00   Developing Digital Manuals
Greg Puckett and Frank Bright
This presentation will discuss some of the benefits and challenges of developing digitally enhanced training manuals.

2:15   Break

2:30   Copyright and Permissions
Dan Wixted
This presentation will introduce you to copyright basics and the importance of seeking permission to use---and acknowledging the use---of works from other sources while also protecting your own work.

3:00   Adjourn