

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Philadelphia

Chapter Membership Size: Medium (101-299)

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Chapter Board Position: President-Elect

Chapter Website URL: <https://www.tdphl.org/>

Submission Title: Starting up Geographic Interest Groups in your chapter

What did you do? (a 2-3 sentence summary of your effort): The Greater Philadelphia chapter of ATD (ATD-PHL) for many years focused on the Philadelphia, its suburbs and Delaware. As our chapter grew we had more members from southern New Jersey. Then in 2022, the Eastern PA chapter of ATD folded into our chapter. That significantly increased our footprint. But that geographic expansion made it difficult to hold in-person meetings (chapter and socials) that were conveniently located for all members. And a key part of our mission statement is about networking. This also is a need of our members, as well as a way to recruit new members. Thus came the idea of creating geographic interest groups (GIGs). Our goal is to hold 2 meetings a year (possibly one educational and one social) at each of our 6 GIGs - Lehigh Valley, Bucks County, South Jersey, Philadelphia, Delco/West Chester/King of Prussia, and Delaware.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Potential Chapter Members
- Non-Chapter Members

Why did you do it? What chapter needs were addressed? see paragraph above

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

There are several measurable outcomes:

- * In 2025, we held 7 meetings.
 - * The attendance at each GIG meeting is close to the attendance we have had at our chapter meetings (ranging from 20-35+). And many of those in attendance are from that local area.
 - * On average, we have gained 2-3 new members from each of our GIG meetings - 11 new members this year.
 - * Financially, we've made close to \$1,200 from the 4 meetings just this year.
 - * Anecdotally we've gotten a lot of positive feedback from those attending, thanking us for holding the meeting closer to them.
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What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

The first step was to find volunteers to be GIG leaders. We wanted to have 2 co-leads for each GIG just in case one had to drop out (which already has happened to us).

- * When we sought nominations for President-Elect, those not chosen were asked to be a GIG leader. Since they had already indicated a desire to be in a leadership position and they demonstrated leadership skills, it was an easy Yes.

- * We created a job description, which the GIG leaders had a chance to have input.

- * We incentivized the GIG leaders with offering free attendance at all of our meetings within our chapter.

- * We found a sponsor to pay for the food at each of our GIG meetings. Going forward we will create a budget for each GIG as we cannot depend on a sponsor to pay for the food in the future. We also will charge members \$10 and non-members \$30, which will help prevent no-shows and help offset the cost of the meeting. All locations where we hold meetings (almost always at companies) allow us to meet there for free.

The first meeting was free to anyone. Besides networking, it was used as a focus group to find out people's interest in topics, speakers, meeting locations and timing.

We established a Director of GIGs position, reporting to the VP of SIGs and GIGs.

The VP of SIGs & GIGs and the Director of GIGs meet with GIG leaders as a group (twice a year - to discuss topics of interest and any issues) and individually. The VP of Programs attends the group GIG leaders meetings to ensure proper communication.

We have a compendium of speakers and topics that people have submitted to our chapter which GIG leaders have access to.

GIG leaders are empowered, but have the assistance of the VP of SIGs & GIGs and the Director of GIGs.

Is there anything you would do differently?

In hindsight, we should have had better coordination and planning between GIGs and Chapter meetings. We've just established a cadence of meetings for each month (e.g., chapter meetings during the 2nd week of the month, GIG meetings during the 1st and/or 3rd weeks of the month, and the last Wednesday of the month for the Regional webinars. In 2026 we plan to look into the question as to whether there could be too many meetings in a month. We also plan to come up with a form for GIG leaders to use to recruit and vet volunteers.

When did you start working on this effort?	Jan 01, 2025
When did this effort go live?	Feb 01, 2025
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	50
What resources did you use? Check all that apply:	Sponsorships/Partnerships Volunteers Board Members
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	We had one of our sponsors provide food for the events and one sponsor provided meeting space for a few events
How many volunteers were you able to recruit?	9
Which board positions were involved in the effort?	VP's of Marketing, VP of Sigs and GIGs, Director of SIGs, VP of Programming, and VP of Volunteers

Do you have any additional insights to share with other chapters implementing this effort?

Make sure you vet the GIG leaders thoroughly - to make sure they will stick with it (versus drop out), have good sense of great topics members in their GIG area want, take the success or lack of regarding meetings personally (thus they put their all into it), have connections with companies to hold meetings, communication well with the Director of GIGs and VP of SIGs/GIGs, and work well with their GIG co-leader.

Also, we created the following communication to our members about our GIGs. Other chapters are welcome to borrow/steal whatever wording of it they want.

Geographic Interest Groups (GIGs): Connecting, Learning, and Growing Across the Region
ATD Philadelphia's Geographic Interest Groups (GIGs) are an exciting extension of our chapter's mission to empower talent development professionals through connection, collaboration, and continuous learning. Designed to bring our programming closer to where our members live and work, GIGs offer additional opportunities throughout the year to explore fresh, relevant, and thought-provoking topics. Each session is led by some of the area's most dynamic and sought-after presenters, ensuring that every event delivers both inspiration and practical takeaways.

Whether you're in Center City, the suburbs, or beyond, every ATD Philadelphia member is welcome to participate in any GIG session. These regional gatherings are not only a great way to stay current on emerging trends but also to build meaningful relationships with peers who share your passion for learning and development.

So far in 2025, we've been thrilled to feature engaging topics such as AI's Impact on L&D, Generations at Work: Harnessing the Power of a Five-Generation Workplace, as well as networking and brainstorming for 2026 programming topics. And we're already looking ahead with excitement to 2026! As we plan for another incredible year of learning and connection, we're always looking for new ideas, inspiring speakers, and dedicated volunteers to help our GIGs continue to grow and make an impact.

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: Other: CARE report question

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration. Yes

email_consent true
