

Sharing Our Success (SOS) Submission Form

Chapter Name: South Florida

Chapter Membership Size: Medium (100-249)

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Chapter Board Position: VP of Technology

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Submission Title: The AI Workgroup

What did you do? (a 2-3 sentence summary of your effort): The AI Workgroup is a community-driven initiative that supports instructional designers, graduate students, and talent development professionals in exploring artificial intelligence (AI) tools and strategies. Through a combination of foundational and hands-on sessions led by experts, along with an online space for continued collaboration and project sharing, participants develop practical skills and demonstrate their applied AI knowledge.

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

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants
- Other

Why did you do it? What chapter needs were addressed?

AI tools are rapidly transforming workplace practices, yet many professionals lack opportunities to explore these tools in a structured, practical, and responsible way.

To ensure the AI Workgroup supported meaningful and responsible engagement with generative AI (GenAI), the team established four guiding goals that shaped the design and implementation of the initiative.

Goal 1: Building Informed and Responsible AI Practice

A key goal of the AI Workgroup is to help participants move beyond marketing hype and develop an informed understanding of both the possibilities and limitations of AI. Through introductory sessions, participants explore best practices for using AI responsibly, including the importance of human oversight, planning, and appropriate guardrails when generating content. These sessions also emphasize how professionals can leverage their institutional knowledge, audience expertise, and understanding of organizational goals to guide effective AI use and lay the foundation for more advanced, applied AI work in later sessions.

Goal 2: Demonstrating Applied AI Expertise

A key goal of the AI Workgroup is for participants to move from foundational understanding to actively applying AI in their professional contexts. Through the Beyond the Basics deep-dive sessions, participants develop practical AI projects tailored to their workplaces. Participants are encouraged to submit their projects to the AI Project Gallery to showcase their work and gain professional visibility.

Goal 3: Fostering a Collaborative Community

A key priority of the AI Workgroup is fostering a strong, collaborative community within and beyond AI Workgroup sessions. During sessions, optional networking activities help participants connect with others who share similar interests and collaborate on AI projects. Outside of sessions, a discussion forum supports ongoing engagement by allowing participants to share their experiences, ask questions, and leave suggestions for future sessions. The AI Project Gallery further strengthens community by enabling participants to receive feedback from the broader network of peers.

Goal 4: Engaging a Diverse Professional Audience

A key goal of the AI Workgroup is to reach and support a wide

range of participants, including instructional designers, graduate students, and talent development professionals. By incorporating panelists from across industry and academia, the AI Workgroup sessions ensure that participants can find value and apply AI in their specific contexts. This diversity also enriches discussions, fosters cross-disciplinary collaboration, and brings multiple perspectives to the AI Project Gallery.

Through this initiative, the AI Workgroup advances the mission of ATD South Florida (ATDSFL) by supporting continuous professional learning, fostering innovation, and empowering members to apply emerging technologies thoughtfully within their work.

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.)

The AI Workgroup has cultivated a vibrant and expanding professional community, with 73 individuals participating in one or more of its components. Of these participants, 34 attended at least one AI Workgroup session, including 28 members and 6 guests. Over the course of four sessions, total attendance reached 73, with a combined 117 registrations. These sessions recorded the highest attendance of the year and three of the four highest registration totals.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

The development and launch of the AI Workgroup followed a structured process that emphasized collaboration, participant input, and iterative improvement.

Step 1: Establishing Program Goals

The AI Workgroup team first met to determine the goals and guiding principles of the program. Early in the planning process, the team agreed that the AI Workgroup would not function as a product showcase. Instead, sessions would take a scenario-based approach focused on real-world problem solving. For example, rather than simply demonstrating a specific tool, sessions explored how participants could use AI to address common workplace challenges, such as developing training materials or creating instructional media.

The team also committed to demonstrating the thoughtful use of AI within the AI Workgroup itself. AI tools were used both in the development of materials and as a learning resource, allowing participants to compare how different large language models (LLMs) responded to identical prompts and to explore both common patterns and unique outputs. Early sessions therefore focused on building a shared foundation of key concepts while introducing participants to practical, hands-on approaches to working with AI.

Step 2: Developing the AI Workgroup Webpages

Based on the established team goals, Victoria Brenes, Director of the Learning Technologies SIG and founder of the AI Workgroup, designed and developed the AI Workgroup webpages using GenAI tools, such as Gemini and Canva, as collaborative partners. The initial set of pages included a homepage to centralize information and resources, a discussion board to facilitate ongoing conversations beyond workgroup sessions, an AI Project Gallery where participants can showcase their work, and a recordings page that provides flexible access to past sessions at any time and from any location.

These components were intentionally designed to support participant engagement, extend learning beyond live sessions, and create an accessible, participant-centered space for collaboration.

Step 3: Gathering Feedback and Launching the Platform

After developing the webpages, Victoria presented them to the Board of Directors to gather initial feedback and guidance, emphasizing the AI Workgroup's commitment to an iterative design process supported by GenAI. Based on this feedback, she

implemented final revisions and launched the webpages to ATDSFL members.

Step 4: Conducting a Participant Needs Assessment

The AI Workgroup team co-constructed surveys using GenAI tools to gather input from ATDSFL members about their interests and needs for future sessions. The surveys collected information on participants' current level of AI knowledge, preferred session topics, and availability.

This approach ensured that upcoming AI Workgroup sessions were aligned with participant needs and further demonstrated the AI Workgroup's commitment to participant-centered design.

Step 5: Designing the Workgroup Learning Structure

Based on participant feedback, the AI Workgroup team planned the initial sessions. Victoria and the team developed a structured approach that included a series of introductory sessions focused on AI concepts selected by participants, followed by deep-dive sessions where participants could apply their learning to develop AI projects connected to their professional contexts.

This scaffolded approach allowed participants to first build foundational knowledge and then progress toward applied, project-based learning.

Step 6: Recruiting Expert Panelists

To support these sessions, the team recruited panelists with diverse expertise in the use of AI tools across professional contexts. Panelists included both academic researchers and industry practitioners who were actively applying AI to business and organizational challenges. By combining academic perspectives with real-world experience, the AI Workgroup provided participants with a balanced view of how AI tools can be thoughtfully integrated into professional practice.

Step 7: Developing Session Materials and Iterating Through Feedback

Victoria developed instructional materials on an ongoing basis, creating resources in advance of each session to align with participant interests and needs. After each session, the team distributed a follow-up survey to support continuous improvement. This iterative approach allowed the team to remain responsive to feedback and ensure that sessions were relevant, accessible, and directly applicable to participants' professional contexts.

Co-created with GenAI tools, Victoria designed session-specific handouts and panelist resources. Introductory session handouts featured reusable prompts that participants could adapt and use in the GenAI tools of their choice, along with discussion questions connecting AI concepts to their professional contexts. Advanced session handouts provided step-by-step guidance for developing real-world AI projects for participants' workplaces. Panelist materials were also tailored to session goals, with experts connecting AI concepts to practice in introductory sessions and modeling AI project development in more advanced sessions.

Through this structured and collaborative process, the AI Workgroup evolved into an engaging, participant-centered initiative that supports professionals in exploring and applying AI in meaningful ways.

Is there anything you would do differently?

As the AI Workgroup continues to evolve, the team has identified opportunities to expand its reach and impact. While the program has engaged a strong core audience, future efforts will focus more intentionally on connecting with additional groups, including students at local universities and professionals working in operations and other organizational units. Expanding participation across these audiences will help further highlight the value that talent development and learning professionals bring to organizational success.

The team is also exploring ways to make the AI Workgroup more accessible, such as offering multiple live session times to accommodate participants with different schedules. In addition, while the program has been promoted through social media, networking, and word of mouth, future outreach will focus on more clearly communicating the goals and outcomes of the AI Workgroup so potential participants can better understand its purpose and value.

When did you start working on this effort?

Mar 17, 2025

When did this effort go live?

Jun 09, 2025

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

70

What resources did you use? Check all that apply:

Board Members

Which board positions were involved in the effort?

Steve Yudewitz, VP of Technology: Provided oversight for the initiative, ensuring alignment with organizational goals and technology strategy. Victoria Brenes, Director of the Learning Technologies SIG and Founder of the AI Workgroup: Led program design, developed session content, created instructional materials, and coordinated implementation. George Romagosa, VP of Membership: Managed logistics, communications, and participant coordination to ensure smooth execution and engagement.

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

Plan early and look beyond your usual talent development audience. Create messaging that is clear and purposeful. While people tend to value ease and time savings, our field must also embody excellence, effectiveness, and professionalism. Most importantly, design sessions that educate and inspire rather than promote; they should inform, not feel like infomercials.

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: Chapter Leader

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

email_consent true
