



sharing our success

SOS Submission

SOS Title:

Submission Date: 10/9/2016
 Chapter Name: Maryland
 Chapter ID:
 Chapter Location:
 Chapter Membership Size:

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 Chapter Title: ATD-MD
 Chapter Website URL: tdmaryland.org

When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.

Description of Effort:

Issue → losing members / decline in participation
 Director of Professional Development started a
 "coffee conversations" → once a month on Sat morning
 meet at Panera

Need(s) addressed (please be specific):

membership
 engagement

→ topic that ties into monthly meeting
 → 2 hours
 → limit registration to 10

What is your chapter's mission?

To Provide our membership & community professional development opportunities so they can continue improving organizational performance through workplace learning & development.

How does this effort align with your chapter mission (Please provide specific examples)?

aligned w/ year's goals & strategy
 connects professionals for informal mentoring

ATD Mission: Empower professionals to develop talent in the workplace.

How does this effort align with ATD's mission (Please provide specific examples)?

- engaging community
- building relationships
- connecting professionals for informal mentoring
- springboard topics for speakers presenting KSAs

Target Audience (Who will benefit/has benefited?):

members ; learning ; development community

Costs/Resource Used: (Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)

- nametags ; sharpies

How did you implement? (Please give a brief description.)

- advertised on website
- registration is free
- board member in attendance (2 or 3)
- live Facebook feed

What were the Outcomes? (Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

- membership increase
- people love it
- publicity for the chapter
- got the word out in the community about the chapter

Lessons Learned: (Hints and tips for other Chapters who may be considering a similar effort)

- Keep it small
- stick with one location or rotate on a regular schedule

Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc):

NA

How did you become familiar with the Sharing Our Success (SOS) program?

- Saw or heard of SOS from Twitter
- Saw or heard of SOS from Facebook
- Saw or heard of SOS from another Chapter Leader
- Saw or heard of SOS from LinkedIn Chapter Leaders group
- Saw or heard of SOS on an area call with a NAC representative
- Found SOS on ATD website
- Other

Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?

*Participating chapters receive up to two complimentary registrations for presenters.

Please email completed forms to SOS@td.org along with any supporting documents.