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| **Chapter Name** | Central PA Chapter of ATD |
| **Chapter Number (ex. CH0000)** | CH2007 |
| **Chapter Location (City, State)** | Harrisburg, PA |
| **Chapter Membership Size** | Medium (101 - 349) |
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| **Chapter Board Position:** | VP of Membership |
| **Chapter Website URL:** | [http://www.centralpaastd.org/](http://enotification.td.org/track/click/30530608/www.centralpaastd.org?p=eyJzIjoiQ05HNUV5b215b1dCY1VBejIyX2NSOVVYV2NBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmNlbnRyYWxwYWFzdGQub3JnXFxcL1wiLFwiaWRcIjpcIjUwNWI2MWNiY2QyOTRmZDc4OTE0MzQ4ZTUyMjUyM2MyXCIsXCJ1cmxfaWRzXCI6W1wiZjk5NDljYmY0ZGZhOTQ5ZmY3Y2VmMDFhOGNiNjM3MTRkMzFhZGI0NFwiXX0ifQ) |
| **Submission Title:** | Chapter Online Orientation Program |
| **Submission Description:** | The Central PA Chapter of ATD has been conducting live webinars to help onboard new members to the chapter. We moved to holding webinars rather than in person onboarding sessions a few years ago because it was extremely difficult to get new members in our large geographic region to travel to the sessions. We thought that the webinar option would increase participation. Unfortunately, because schedules are so difficult to accommodate, even the online webinars were not attended by most new members.   To address the problem that most of our new members were not getting key information about the chapter and how to find important information on our website, the chapter leaders decided to build an eLearning program that would be pushed to new members in their automatic welcome email. This way, they could learn about fundamental membership benefits, the chapter's structure, Power Membership, and how to navigate the chapter's website immediately upon joining and on a day and time that suits their schedules. |
| **Need(s) Addressed? Please be specific.** | One strategy to build member loyalty is to help new members learn as soon as possible about chapter benefits and how they can use the chapter's resources to assist their own career goals. Our chapter has a relatively high turnover rate among its members (approximately 30%). We are optimistic that ensuring easy access to an online orientation program - in conjunction with a telephone discussion with a representative from the Membership Task Force - will increase member loyalty and decrease turnover. |
| **What is your chapter's mission?** | The Central PA Chapter of ATD provides its members with resources to elevate career capabilities and build professional relationships at a local level. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | The information about our chapter covered in the online orientation program includes our vision admission, the chapter's history, demographic information about our members, our geographic region, the leadership structure, how to find information about the chapter and events on our website, the different ways members communicate with each other, and how members can maximize their memberships. This is a broad foundation of information about the resources (events, services, and other members) available to members that will help "elevate career capabilities and build professional relationships at a local level." The sooner the new members know about these resources, the sooner they can start leveraging them. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | The knowledge of how to leverage our chapter resources is one way we empower new members to develop talent in their own workplaces. The onboarding process helps new members know how to find and register for events, search for particular expertise among all the chapter's members, and connect with those members who could assist them with challenges they are facing. If new members never have a formal review of these types of processes, then they may never take advantage of the benefits that would help improve their own talent development capabilities. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | New members are the primary beneficiaries of our new online orientation program. However, we have posted the program on a public section of our website so that prospective members can also view the program and learn about the chapter, and this may help visitors take the next step to join the chapter.   We just launched the online orientation program two weeks ago. Since then, I held an onboarding phone call with a new member who informed me that he had already viewed the online orientation program. This helped him because he could then focus the discussion on bigger picture goals, such as whether to pursue the CPLP certification, the Training and Development Master's Degree Program at Penn State Harrisburg, and his goal of connecting with other members who have expertise in organizational development as he is new to the discipline. It also helped me as the VP of Membership because I could provide more significant value to him through the phone discussion rather than just walking through the details around how to navigate the website, the chapter structure, etc. |
| **Costs/Resources 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)** | There were no monetary resources needed for this project as the internship was not paid. The primary resource needed was volunteer hours and people resources. The internship hours began in January, 2016 with the signing of the internship agreement and lasted into October, when we made our final program updates and launched it on the website. The VP of Membership and the Penn State Harrisburg intern met weekly for an hour throughout the internship. The additional time between meetings added up to - on average - 1 hour per week for the VP of Membership and 3 hours per week for our intern.   We also recruited other chapter leaders to help review and give feedback on the program. In the beginning of the project, one of the Membership Task Force members provided input into the program design. He put in approximately 4 hours into that effort. Toward the end of the project, this same Task Force Member put in another 2-3 hours to review and provide feedback on the final product. The chapter's Board of Directors also devoted time - approximately 4 hours each - to review and provide feedback on and approval of the final product. |
| **How did you implement: (please give a brief description)** | To build the online orientation program, the chapter leadership opted to join forces with Penn State Harrisburg and work in cooperation with an intern from the Training and Development Master's Degree Program to build the program. The VP of Membership served as the Internship Coordinator, providing project management and coaching to help the intern learn how to work with a client on a project that included needs analysis, design, development and deployment. This was a good fit as the VP of Membership in 2016 worked for a consulting group and had years of experience working with clients on instructor-led and eLearning projects.   As mentioned, the internship ran from January to October. The VP of Membership and the Penn State Harrisburg intern met weekly for an hour throughout the internship. Most meetings were held using WebEx. However, as we approached the final reviews, we met in person and the meeting time increased to accommodate the fine-tuning work needed.   We worked with our website expert to load the Captivate files onto our website and build the page on which the program would be shown. While we ensured that the program ran as it should, we wrote an article for our monthly newsletter in October to announce the new program. Our VP of Marketing also posted the announcement and link to the program page on our Facebook account. Finally, we updated the automatic emails that go out to new members to include the link to the online orientation program as well as encouragement to complete it.   Here is the link to our new online orientation program: <http://centralpaastd.org/orientation>. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | As we just launched the program, we do not have any solid outcome data yet. However, we are going to follow up the deployment by adding a question in our onboarding telephone interview about the effectiveness of the online orientation program. We will also add a question to the New Member Survey about the degree to which the online orientation program contributed to the new member's decision to join the chapter. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Length of Internship: Anyone who has developed eLearning programs knows it is a time consuming process. We were fortunate that the intern who worked with us had flexibility regarding the end date of her internship. However, some internships would not have that much leeway. We would encourage other chapters - should they decide to work with an intern to build an online orientation program - to create a shorter program than we did (which was approximately 15 minutes in length), or to build in flexibility in the timeframe of the internship should it last longer than one semester.   Skillset of Intern: The intern with whom we worked was extremely dedicated. She even became a member of the chapter to immerse herself in the chapter benefits and be able to better speak to them when developing the program. However, she was new to visual design and new to the software (Captivate). If you need the program to be built quickly and/or you want a polished, professional look, you would either need to find an intern who already has an eLearning background or instead engage a member who is experienced in eLearning development and willing to devote the hours to such a project. |
| **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.):** | This particular best practice was completed primarily through the efforts of the VP of Membership, the Membership Task Force, and the Board of Directors.   To develop the content, we utilized the entire chapter website. We also uncovered some historical documents, such as hard copies of past newsletters and records of chapter Presidents. For example, the VP of Membership sifted through a large box of historical documents to identify some of the history timeline activity content. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Found SOS on ATD website |
| **Would you be willing 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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiWFlPR2xUWWxIUHAyMkJSNEpHWFFIbE9lV293IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjUwNWI2MWNiY2QyOTRmZDc4OTE0MzQ4ZTUyMjUyM2MyXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |