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| **Chapter Name**  | ATD Detroit |
| **Chapter Number (ex. CH0000)**  | CH5014 |
| **Chapter Location (City, State)**  | Detroit, MI |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Esther Jackson |
| **Email Address:**  | estherljackson@hotmail.com |
| **Phone Number:**  | (313) - 949 - 2499 |
| **Chapter Board Position:**  | President Elect |
| **Chapter Website URL:**  | [http://www.detroitatd.org](http://enotification.td.org/track/click/30530608/www.detroitatd.org?p=eyJzIjoieXI3WlFmcVE2Z2MzRFRRV1d1V19lSkpINm00IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmRldHJvaXRhdGQub3JnXCIsXCJpZFwiOlwiYzE1MzIwNjk2M2JiNGY5Nzg4NTI1NTk5ZDVmMmFiOWFcIixcInVybF9pZHNcIjpbXCI2NDI2ZjdhMTU5NTRjMmIwZGJhMzIyNGUzNzhiMzI2YWY3YmI3NDgwXCJdfSJ9) |
| **Submission Title:**  | Chapter Program Partnering |
| **Submission Description:**  | Our chapter partnered with a few organizations and leveraged a few existing partnerships to host a large-scale conference that was facilitated by a high-profile entity, Disney Institute. |
| **Need(s) Addressed? Please be specific.**  | This project satisfied a number of needs for our chapter. We were able to meet one of our strategic goals for the year by offering a signature event. It was an opportunity for significant financial gain for the chapter in terms of the potential profit. It allowed us to promote ATD Detroit's name to a larger audience. Lastly, we were able to establish this event as a benchmark for the chapter due to the size and volume which we believe was a record over the last 10 years of the chapter's operations. |
| **What is your chapter's mission?**  | To promote the growth of workplace learning and performance by providing members with professional development opportunities, targeted services, and relevant events that impact business goals. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | It provided a professional development opportunity to promote workforce learning with a focus on internal and external customer service. Along with this, the organization we hosted is well recognized throughout the world for their service internally and externally. Quality customer service is a targeted service attached to the reputation of the organization that facilitated the program. In addition, we were able to target service to our current and potential members by promoting this event as a means of not only developing staff but also helping organizations get introduced to Disney’s model for culture and brand to impact business goals. |
| **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.**  | Attendees were able to work on skill development in the areas of leadership, customer service, and organizational culture. The following feedback was provided by different attendees: “I was one of the younger participants and I feel that I was there more to grow to become a leader, not like others there who wanted to enhance their leadership skills. I took a ton away from it and enjoyed every experience that we had.”“The training material was most helpful for me. It outlined exactly what I needed and has motivated me to make changes at my organization. Overall the event was well worth the time and cost.”“As a people-manager in a client service role I found that the majority of the program was extremely helpful.”“The Disney content gave us a lot of ideas to take back to our own company. I also enjoyed the videos and found them to be inspirational. In fact, this is one of the most useful ATD events I’ve ever attended.” |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | ATD Detroit Chapter members and their organizations; various non-member organizations across all industries represented at the conference; City of Rochester Hills, MI; Rochester College faculty |
| **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)**  | $45,000 for cost of Disney training (not including facilitator hotel and travel fees which were waived for other reasons); Roughly 140 board member hours (from contract signing to event day) used; Used local college as a venue for the event with use of their multipurpose room and lobby; $750 for services of a company for assistance with registration payment processing, marketing, and administrative tasks; $1500 for marketing (chambers of commerce, Crain’s, etc); Spent $170 on hotel stay for project manager to be closer to venue for the day of the event; $1800 spent on breakfast, lunch, and snacks provided; Needed minimum of 10 persons to assist on day of event (project mgr, registration persons, venue coordinator, A/V person, greeters, volunteer coordinator, materials handler, etc); Secured resources by sharing list of resource needs w/board members and requested volunteers, solicited chapter membership, and board president used contact from her network to obtain additional volunteer assistance  |
| **How did you implement: (please give a brief description)**  | Applied project management principles since I am a project manager; Used key documents to guide our actions and keep us on track--project charter, SWOT analysis, Gantt chart, informal risk plan, marketing plan, informal team skills matrix, project budget spreadsheet; Prior to contract signing, the board discussed After contract signing, the project charter was created; Discussed project charter w/board; assigned roles; established strategy w/schedule for Gantt chart and created marketing plan, communication plan, and execution plan for constant tracking of tasks, assignments, and follow up; tracked and monitored plans during execution and worked with chapter's administrator (external company) in the process; Conducted unplanned board meetings as needed for major decisions |
| **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.)**  | Chapter received $7000+ in profit; Received 5 new memberships and 1 corporate membership as a result of the Disney event; Established 2 new partnerships with City of Rochester Hills and Rochester College; Over 90% of attendees provided feedback that they felt they could apply what they learned to their professional work and/or personal lives, the program was relevant to their jobs, the facilitators enhanced their engagement in the presentation, and the facilitators ensured learning objectives were met.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Obtain commitment and buy-in to perform roles from all project team members; Have back-up plans as often as you can; Determine the expertise needed in the various areas of the project and identify resources for those areas; Seek volunteers from membership and then external; Identify potential organizations for partnering at no or low cost as potential venues and/or catering services; Need to be mindful of the branding and marketing requirements and criteria to stay in compliance; Seek out legal expertise that may be needed (we had someone on the chapter board with a legal background); Offer discounted rates for other ATD chapters and let them know in advance; Assign someone on the project team to handle the contract items and follow up to ensure completion; Consider potential date conflicts for other chapter events, other ATD chapter events, and major local/national events; Utilize networking events and opportunities prior to the event for additional marketing; Remember not only WIIFM but what is in it for other potential partners; Document what was done and in some instances the reason as well; Determine an appropriate storage option for the project docs and notify the board; Communicate often throughout the process and meet Obtain commitment and buy-in to perform roles from all project team members; Have back-up plans as often as you can; Determine the expertise needed in the various areas of the project and identify resources for those areas; Seek volunteers from membership and then external; Identify potential organizations for partnering at no or low cost as potential venues and/or catering services; Need to be mindful of the branding and marketing requirements and criteria to stay in compliance; Seek out legal expertise that may be needed (we had someone on the chapter board with a legal background); Offer discounted rates for other ATD chapters and let them know in advance; Assign someone on the project team to handle the contract items and follow up to ensure completion; Consider potential date conflicts for other chapter events, other ATD chapter events, and major local/national events; Utilize networking events and opportunities prior to the event for additional marketing; Remember not only WIIFM but what is in it for other potential partners; Document what was done and in some instances the reason as well; Determine an appropriate storage option for the project docs and notify the board; Communicate often throughout the process and meet upon completion to identify lessons learned; Nothing wrong if the goal is revised if you find that you may not reach the original goal along the way |
| **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.):**  | Chapter By-Laws, Chapter Branding Guidelines, NAC for advising and nearby chapter leaders |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** sherman@td.org**)**  |  [Disney Project Charter (Oct 2017) - Rev Sep.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiVmE5NlJTeXU2RVNxeHNiUEVNTUtLd3B6NVBBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOalltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJjMTUzMjA2OTYzYmI0Zjk3ODg1MjU1OTlkNWYyYWI5YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Disney Event Checklist (Rev Oct 12).pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiTmJiTW5fUHlZcFhvZXAtN1E4YnZrT3ltRmZVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOalltWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCJjMTUzMjA2OTYzYmI0Zjk3ODg1MjU1OTlkNWYyYWI5YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Disney Event - Estimated Expense Analysis.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiem5ZbkJSWTdwUzFtb1EtcWFIbFVQb1psWTFnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOalltWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCJjMTUzMjA2OTYzYmI0Zjk3ODg1MjU1OTlkNWYyYWI5YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Disney Event Project Plan 2017.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiNWhxcjEwTWROLVBNTFJpSHBuclRqMzBPXzRnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOalltWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCJjMTUzMjA2OTYzYmI0Zjk3ODg1MjU1OTlkNWYyYWI5YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [DI Oct 17 Major\_Activity\_Calendar\_Tracking.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoicDliWTYtZC1yNVl4SFBDZFE3N25vSnotVzdRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOalltWld3OVpXeGxiV1Z1ZEY4ek1nPT1cIixcImlkXCI6XCJjMTUzMjA2OTYzYmI0Zjk3ODg1MjU1OTlkNWYyYWI5YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Saw or heard of SOS from another Chapter Leader |
| **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=eyJzIjoiQmpNRFRwUkw5T2hZYWJCaFB0VkVBSnNHc2tvIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImMxNTMyMDY5NjNiYjRmOTc4ODUyNTU5OWQ1ZjJhYjlhXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |