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| **Chapter Name** | Ann Arbor ATD |
| **Chapter Number (ex. CH0000)** | CH 5058 |
| **Chapter Location (City, State)** | Ann Arbor, Michigan |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Lisa Grimes |
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| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [https://www.a2atd.org](http://enotification.td.org/track/click/30530608/www.a2atd.org?p=eyJzIjoiWEFuem1LdmNRbnBHWW5CWVhicVdER3BIN3dvIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3d3dy5hMmF0ZC5vcmdcIixcImlkXCI6XCI5ZDI4MmI4YmI0YTE0NmFkYjYyZGU5YzY4MzU2MjViOVwiLFwidXJsX2lkc1wiOltcImU5NjIyOTNmYjBjNzA5MGUwYWFlMGE0YjIwOWQxZDAyMjU1MjIyYTRcIl19In0) |
| **Submission Title:** | Name Badge Printing for Low Cost and High Efficiency |
| **Submission Description:** | Ann Arbor ATD chapter needed a way to print more professional name badges at a low cost and with high efficiency for our events. We found that in the Brother QL-710W (now 810W). Implementing this label printer allowed us to design a label that will print only using continuous rolls of labels. It cuts the labels off the roll allowing use of the label printer for small banners etc. Importing of a CSV file from Wild Apricot allows the chapter to be efficient in creating name badges quickly before or even right at the registration table for the event. |
| **Need(s) Addressed? Please be specific.** | Cost - There is the printer and the rolls of labels. No ink costs. It uses direct thermal printing to create the label.  Efficiency and professionalism - We wanted to print for all guests quickly or even create one on the fly at the event. This printer can be hooked up by USB directly at an event to allow walk-in registrants or reprint of the name badge. Although we haven't needed it yet, labels can be printed via WiFi from a mobile device which presents great opportunities for registration via someone walking around at an event. Multiple uses - Since these are continuous labels you can create a variety of designs to print announcements that go on a poster or foam board. Many unique applications possible. |
| **What is your chapter's mission?** | Empower professionals to develop knowledge & skills successfully. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Indirectly, it supports the events that develop the members' knowledge and skills but also directly impacts their experience with the chapter. An efficient check in process along with the foresight to provide each attendee with a professional looking name badge is a basic but important component to showing they are valued. |
| **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 submission aligns in much the same way as with our chapter mission. We put on the events to further develop the talent of our L&D professional in attendance so the more that we are simplifying and supporting chapter operations, the better we can focus on the actual programming for them versus the administrative work like name badge printing. Having an easy but professional way to accomplish the task is something that attendees come to expect. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The members feel welcomed and have a sense that we've planned for their arrival which supports the repeat attendance and recruitment of new members (we have been slowly growing in the past few months). The chapter has benefited from the low cost option since there is no ink to maintain, created efficiency by using the CSV file from Wild Apricot to import into the Brother software, and streamlined the process. |
| **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)** | Printer cost of the 710-W was approximately $90 and then the labels for this model is the 2205 that can be purchased from Brother or in a generic form (such as on Amazon). We purchased 8 rolls at a time for $60 or so and haven't gone through them in the past 3 years yet. The newer model is the 810W may be higher cost but is still a bargain for the usefulness of the printer. |
| **How did you implement: (please give a brief description)** | Ann Arbor began the implementation by creating a template name badge and learned how to link it to database fields that could be mapped from the CSV as the event approached. Then there were two choices, to print all the attendee badges from home and bring them to the event. In this case any walk ins could be printed on the same badge template for the small number that might come on the day of the event. Or, we could choose to bring the printer to the event when it made sense to print them on the fly or if we thought there would be enough persons registering on site (maybe more applicable for a conference). Then we wrote up the instructions for installation and use of the printer. The registration duties have changed hands a few times since the initial purchase so we tweak the instructions each time a new set of eyes takes over the process. |
| **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.)** | While statistics are difficult to attribute to this specific change, I know that it has been a very efficient way to take care of this task and saves time managing a real printer with ink as well as the labels that may be purchased from OfficeMax/Staples/Office Depot. Our membership numbers are up for a variety of reasons but we sometimes get compliments on the name badges. We can use them as an icebreaker and put a question on the name tag to spark conversation before the event starts. I presented this last year at the ALC conference during the SOS session and it was voted the best in the room at that time so we thought it would make sense to submit it for consideration. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | To implement this printer there are a couple setup items that are crucial and outlined in the instructions. First time setup for a new user of the label software appears to require the the label be linked to the database fields. This means that ideally you would be able to hand over the label template after it being setup only once but instead it will need to be setup once for each person using the printer. Then there are steps to make sure that the database field links aren't lost before the next time you import for an event. Ann Arbor is actively looking for ways to change this but are the only specific sore areas for the process.   If you are considering a different printer, I would say by all means try to find the thermal printing for cost effectiveness. |
| **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 best practice was driven out of the need for the registration process. I had not seen anything resources specific to name badges prior to purchasing the printer. |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Printing Name Badges from Brother Printer.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiVF96X0ZmRnlPMFhpMkZqa1FCU2RhekZNNVQ4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRGdtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI5ZDI4MmI4YmI0YTE0NmFkYjYyZGU5YzY4MzU2MjViOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [How to Setup Brother Label Printer.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiR25BR055ZThqMDNGQ3NYOFkxaXRCcXNDSEZNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRGdtWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCI5ZDI4MmI4YmI0YTE0NmFkYjYyZGU5YzY4MzU2MjViOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [QL710w\_Brochure\_final.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiQ2s4S2syWXZtSFNhbEQ0SC1XRjJyZGpZcXhrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRGdtWld3OVpXeGxiV1Z1ZEY4ek1nPT1cIixcImlkXCI6XCI5ZDI4MmI4YmI0YTE0NmFkYjYyZGU5YzY4MzU2MjViOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | From ALC Conference |
| **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=eyJzIjoiMnNoeVRpbDdKblUwX2x3dld6UlB4S0h1N3dzIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjlkMjgyYjhiYjRhMTQ2YWRiNjJkZTljNjgzNTYyNWI5XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |