

Chapter Name	ATD-MAC
Chapter Number (ex. CH0000)	Ch5089
Chapter Location (City, State)	Madison, WI
Chapter Membership Size	Medium (100 - 299)
Contact Person for this Submission:	Ryan Panzer
Email Address:	ryanpanzer@gmail.com
Phone Number:	(920) - 428 - 3253
Chapter Board Position:	Co-VP of Professional Development
Chapter Website URL:	http://atdmac.org/
Submission Title:	Coffee and CPLP: A certification conversation
Submission Description:	Our 2019 programming year is focused on self-development ("Focus on You"). In line with that emphasis, we decided to dedicate October to certification conversations, about the APTD and CPLP. Through a blog post and coffee shop Q&A with credential holders from the board, we promoted APTD and CPLP to our membership and 20+ event attendees, framing ATD certifications as powerful career development opportunities for talent development professionals.
Need(s) Addressed? Please be specific.	Needs addressed included: -Clarifying ambiguity around the accreditation process. We addressed many questions from prospective certification seekers, including questions on eligibility, costs, time commitments, and return on investment. -Clarified the differences between APTD and CPLP. We helped members to differentiate the two certifications, and which works best for their experience and development goals. -Connected prospective certification holders from the chapter. We offered to form study groups. We offered to share resources. We committed to encouraging one another through the test prep process.
What is your chapter's mission?	We believe in creating a community that works better. One that inspires and empowers professionals to develop themselves and others in the workplace.
How does this effort align with your chapter's mission (Please provide specific examples)?	Certification empowers talent development professionals by demonstrating the depth of what they already know and providing an opportunity to explore previously unfamiliar topics related to talent development. Our conversation event convinced 20 talent development professionals of the value of certification to their skill development.
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.	This submission aligns with ATD's mission in that it promoted and proved the value of certification to 20+ event attendees.

<p>Target Audience: (Who will benefit/has benefited from this effort?)</p>	<p>Our target audience was any talent development professional considering whether or not they should pursue an ATD Certification in 2020.</p>
<p>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)</p>	<p>The only cost was the free cup of coffee we offered to attendees. Room rental and event materials were all provided free of charge. The event required 4-5 hours of prep time on the part of board members. We utilized event space at a Madison area coffee shop with whom we have an emerging partnership. Kylie provided swag and handouts for use at the event.</p>
<p>How did you implement: (please give a brief description)</p>	<p>We focused on certifications throughout the month of October, promoting several blog posts via our Facebook and LinkedIn pages. One blog post was from our own blog (http://atdmac.org/Blog/7923236), and one was from a board member's Medium site (https://medium.com/@ryanpanzer/what-i-learned-while-studying-for-atds-cplp-exam-fb30d06be124).</p> <p>We then gathered for an informal discussion on the benefits of certification. The event was a coffee-house style event attended by 20+ professionals. Our facilitator prepared a few remarks on eligibility, test prep, and the testing process, but the event was largely driven by the questions and curiosity of our membership. For more on the event, see: http://atdmac.org/event-3475926</p>
<p>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.)</p>	<ul style="list-style-type: none"> -20 event attendees -Event satisfaction is still being measured -Publicity for the certification process via the testimonial of a local chapter member
<p>Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)</p>	<ul style="list-style-type: none"> -Our chapter membership increasingly prefers opportunities to converse, discuss, and collaborate in an informal setting over more traditional, lecture-style events. -They also appreciate hearing about ATD development opportunities from someone in the local community -Coffee shops often have free meeting space. We offered a free cup of coffee to all attendees, a small cost that provided a major incentive in securing a great event turn-out.
<p>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.):</p>	<p>Kylie sent a package of swag, including resources specific to the certification process. All was well-received by event attendees.</p>
<p>How did you become familiar with the Sharing Our Success (SOS) program?</p>	<p>Saw or heard of SOS from another Chapter Leader</p>
<p>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. Selected session facilitators receive complimentary registration.</p>	<p>No</p>