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| **Chapter Name** | NEW ATD |
| **Chapter Number (ex. CH0000)** | CH5119 |
| **Chapter Location (City, State)** | Appleton, WI |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Andy Huck |
| **Email Address:** | [ahuck@humana.com](mailto:ahuck@humana.com) |
| **Phone Number:** | (920) - 979 - 5220 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | <http://www.newatd.org/> |
| **Submission Title:** | Key Takeaway from Chapter Leader's Conference |
| **Submission Description:** | I attended the Chapter Leader's Conference as president-elect. My goal was to learn how other chapters run their organization and how we could benefit from that. I attended a session that explained how their board was made up of VPs that had voting rights, and director level positions that reported to them. |
| **Need(s) Addressed? Please be specific.** | Our need in the chapter was to have more focus on membership, programs, and communication. We had some much to do, it was too much for the board member to handle all on their own. By creating these new director positions specifically in these areas, we were almost immediately able to fill those roles with three volunteers. While we still are in the process of recruiting more help, these positions have streamlined the ask of the volunteer and allowed them to focus on just one area to help our chapter (social media, calling lapsed members, etc.). This makes volunteering with us seem less daunting, and also takes a lot of pressure off of the board member. |
| **What is your chapter's mission?** | N.E.W. ATD provides our workplace learning and performance communities with resources and networking opportunities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By allowing for more opportunities to volunteer, this creates new networking opportunities both at the events and with other board members. It also provides resources for the volunteer to add to their resume and build their brand. |
| **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.** | Our new alignment will help grow existing talent in our chapter and allow them to use these new skills in their workplace. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our members. This new structure has allowed for a lot more volunteer opportunities and in turn offers more value to our membership. |
| **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)** | The only resources used was discussing this strategic vision at our planning session, and soliciting volunteers to fill the positions. |
| **How did you implement: (please give a brief description)** | I laid out the vision at our planning session and well all agreed to the vision and moved forward from there. |
| **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.)** | Three new members (one has just moved from Singapore and one is a student member) have already had the chance to step up. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Implement more slowly. Talk about it with your membership. Don't dive right in like we did. Although, I'm glad that we already have this up and running, but it could have likely gone more smoothly had we taken more time. |
| **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.):** | The Chapter Leader's Conference was instrumental in providing the strategic vision we used for our re-organization. |
| **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)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |

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