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| **Chapter Name** | Cuyahoga Valley Chapter |
| **Chapter Number (ex. CH0000)** | CH3042 |
| **Chapter Location (City, State)** | Akron, Ohio |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Amy Edmonds |
| **Email Address:** | [edmondsa@gojo.com](mailto:edmondsa@gojo.com) |
| **Phone Number:** | (330) - 414 - 2722 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [https://cvatd.wildapricot.org/](http://enotification.td.org/track/click/30530608/cvatd.wildapricot.org?p=eyJzIjoibmJ1VEhkek9ueXA3WVNkd3prMXlCbUtnQmNRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2N2YXRkLndpbGRhcHJpY290Lm9yZ1xcXC9cIixcImlkXCI6XCIyZTY0YmM5N2YxMzc0ZjU1YjhmNmRiNDllMWIyMmJlMlwiLFwidXJsX2lkc1wiOltcIjM2NmMyYzQ1MTkyODBkNzZmNmEzY2IzNzBlNDZiMmNhNTdhNGJiZGFcIl19In0) |
| **Submission Title:** | Partnering Instead of Competing |
| **Submission Description:** | There are two local chapters in NE Ohio. Their sister chapter is close, but the leadership understands that they serve two different markets. Instead of considering each other as competitors, the chapters are partners and offer reciprocity for events in addition to offering one or more joint events per year. Joint chapter event is generally a larger event with more impact that allows the smaller chapter to bring high-quality speakers to their membership base. The partnership also allows the smaller chapter to provide bigger name programming coordinated by the sister chapter to their membership base. |
| **Need(s) Addressed? Please be specific.** | There are two local chapters in NE Ohio. Instead of considering each other as competitors, the chapters offer reciprocity for events and offer one or more joint events per year. Partnership with sister chapter acts as an additional membership benefit. Members can join one chapter but receive communications from other chapter, receive membership rate at sister events, and gain access to more programming without having to join both chapters. |
| **What is your chapter's mission?** | CVATD is a professional society that helps connect professionals in their area of expertise, develop skills through learning activities, and expand leadership skills through volunteerism. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Partnership allows us to provide bigger name programming to our membership base and expands the number of local professionals that our members can meet and network with at learning events. |
| **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.** | Learning activities and networking provides our professionals with the skills and connections needed to make a difference in their workplace. Our programming aligns with ATD Competency Areas of Expertise. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Chapter members, future chapter members, sister chapter |
| **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)** | Board member volunteer hours to communicate / coordinate on joint events, wild apricot |
| **How did you implement: (please give a brief description)** | The partnership was agreed to by each chapter. |
| **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.)** | Members can join one chapter but receive communications from other chapter, receive membership rate at sister events, and gain access to more programming without having to join both chapters. Working together instead of competing with one another has enhanced member experience and allowed the smaller sister chapter to provide access to larger events with more impact and access to high-quality speakers for our membership base. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Look for ways to leverage new resources to help the partnership grow, work together to expand chapter reach, and revisit the topic when leadership changes to ensure the partnership is a win-win |
| **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.):** | Board members |
| **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=eyJzIjoiYVN6RTZOalhmeTRtWWVMQV9yelFEYURrY18wIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjJlNjRiYzk3ZjEzNzRmNTViOGY2ZGI0OWUxYjIyYmUyXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |