

Brandon Grubesky

From: ASTD Form System <no-reply@astd.org>
Sent: Wednesday, May 30, 2012 2:16 PM
To: Brandon Grubesky
Subject: Sharing Our Success (SOS) Submission Form [#42]

Chapter Name	Mt. Diablo
Chapter Number (ex. CH0000)	CH8000
Chapter Location (City, State)	Danville, California
Chapter Membership Size	Small (Less than 100)
Contact Person for this Submission:	Angie Kutlik
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Chapter Board Position:	President
Chapter Website URL:	http://mtdiabloastd.org
Submission Title:	Programming Through Strategic Partnership
Submission Description:	<p>Traditionally, Mt Diablo focused its professional development programs on the specific needs of its own membership. These needs have been identified formally through annual surveys, and less formally through networking and discussions. To broaden our offerings and expand our geographic reach, we partnered with the Sacramento chapter of ASTD, as well as the South Bay Organizational Development Network and the Northern California Human Resource Association to bring a 90 minute webinar facilitated by Bob Mosher on Performer Support at the Moments of Need. His presentation was about increasing workplace productivity, supporting learning and training efforts, and follow through to ensure that once new skills are learned, those skills are effectively and consistently transferred to the workplace. He provided ideas for tools, metrics, and strategies for implementation in a variety of organizations, as well as Q and A throughout the 90 minutes.</p>
Need Addressed:	<p>We felt that, as a chapter and as a board, we could broaden our offerings by partnering with other ASTD chapters as well as like organizations whose memberships also touch training and development. By partnering with other organizations, we could bring well-known experts in various disciplines in the workplace learning field while minimizing cost and bringing the offering to a larger, more diverse population.</p>
Does this effort align with your chapter's mission?	- Yes
Does this submission align with ASTD's mission?	- Yes
Target Audience:	Our audience included Organizational Development, Human Resources, and Training and Development professionals and leaders.
Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)	The actual 90 minute webinar incurred no direct costs. Including planning meetings, our individual marketing efforts, and a dry run of the technology, the total effort between 5 people was in the neighborhood of 40 hours over a period of 3 months.

How did you implement: (please give a brief description)

The idea came from a conversation two Mt Diablo board members had with Bob Mosher at the TechKnowledge conference in San Jose. He expressed an interest in doing a program for us, and in the spirit of partnership with the Sacramento ASTD chapter, as well as the desire to build stronger relationships with South Bay Organizational Development Network and the Northern California Human Resource Association, I reached out to these organizations. The idea was to co-sponsor this event, while perhaps more strategically developing a consortium of organizations with whom we can co-sponsor more events in the future. I then reached out to Bob Mosher, selected a few dates that worked for him to deliver the webinar, and coordinated the timing with the other organizations so it didn't impede any of their regular programming (or ours). He provided us with marketing collateral that we used to promote the event, along with learning outcomes. We selected the date, NCHRA offered their webinar platform at no charge to the group, and we shared our mailing lists so we could market as broadly as we could. We met frequently to establish our strategy and implement it in a way that aligned with our business models.

What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)

I believe the most important outcome was the successful relationship our 4 organizations were able to establish, and it opened the door to potential future collaborations. Secondly, the event itself was a success in that we found a topic that was relevant to all of our organizations without diluting any of our core niches. While I personally felt a little trepidation at the idea of a 90 minute webinar (as opposed to the traditional 60 minute), and about charging anything even to non-members, over 80 people attended the webinar. Attendees also gave excellent reviews for the program for its content, engagement and overall relevance.

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

I think we might have tweaked our marketing efforts a bit by marketing earlier and maybe even more often. One group suggested having the event more prominently placed on a website, and leveraging more social media as a means of marketing by starting, and sustaining, discussions about the topic and the presenter. The flyers we created were a little long, and might have grabbed more attention had they been simpler and more concise. While we were able to precertify this program for HRCI recertification hours, it would have been nice to be able to do the same with CPLP. The program was eligible, but we could not precertify.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.

The most important resources we used were each group's experience and expertise with running this type of program. We had open conversations and shared insights so that we could realize success both from our participants' perspectives, but ours as a group of collaborators.

Please attach any documents that help support this submission: (additional documents should be sent to SOS@astd.org)

[Program Flyer Bob Mosher v10.doc](#)