

Sharing Our Success (SOS) Submission Form

Chapter Name:	Capital Region
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Lana Gossin
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Chapter Board Position:	VP Programs
Chapter Website URL:	https://cratd.wildapricot.org/
Submission Title:	Mixing It Up: How Mixers Sparked Connection & Growth
What did you do? (a 2-3 sentence summary of your effort):	We organized and hosted engaging mixer events designed to foster networking, connection, and professional growth within our ATD community. By creating a welcoming and interactive environment, we successfully increased membership, strengthened engagement, and enhanced the overall sense of belonging among participants.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Chapter Partners <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members <input type="checkbox"/> Consultants <input type="checkbox"/> Other
Why did you do it? What chapter needs were addressed?	As with many organizations following the events of 2020, our local chapter faced challenges with member retention, low event participation, and limited peer connection, so these events provided a welcoming space for professionals to build relationships, share knowledge, and feel more connected to the larger ATD community.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

These mixer events led to measurable growth in both membership and engagement. We saw a 10% increase in new membership, a 40% rise in event attendance, and a higher level of member participation in chapter events, as evidenced by increased volunteer involvement and post-event feedback indicating greater satisfaction and connect with the ATD community.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

We implemented this effort through a strategic, step-by-step approach:

- 1.☐Identified chapter needs - Assessed engagement gaps, membership trends, and feedback from members to determine the need for more interactive networking opportunities. Members indicated that they were excited by the opportunity to meet with peers in-person and we consistently heard from local members that while engaging with others in the ATD community provided them with a sense of belonging.
 - 2.☐Designed the event format - Developed a structure that balanced social interaction, professional development, and fun activities to encourage participation.
 - 3.☐Secured venues and partnerships: Selected accessible locations and collaborated with local buseinsses to enhance the event experience.
 - 4.☐Promoted the events: Utilized email campaigns, social media, and personal outreach to maximize attendance and attract new members. We encouraged members to bring a +1 or +2 who were not current members.
 - 5.☐Facilitated meaningful engagement: Incorporated ice breakers, discussion topics, and interactive elements to ensure valuable connections were made. From one event in particular, we spoke with three separate local professionals who offered to facilitate training programs for our members.
 - 6.☐Collected and analyzed feedback: We gathered participant insights through feedback and attendance data to refine future events and measure success.
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Is there anything you would do differently?

Yes, based on our experience, there are a few things we would do differently to enhance future events:

More targeted outreach: while our promotions were effective, we could refine our message to reach specific audiences such as newer members, long-time inactive members, or professionals in key industries.

Adjust event timing and location: based on attendee feedback, we might experiment with different days, times, or venue locations to maximize accessibility and participation.

Enhance structured networking: While the information networking was valuable, we could incorporate more guided activities, such as speed networking or discussion themes, to help attendees build deeper connections.

Improve follow-up strategies: Adding exclusive content or special incentives for attendees could further drive long-term involvement.

When did you start working on this effort?

Dec 13, 2024

When did this effort go live?

Jan 21, 2025

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

20

What resources did you use? Check all that apply:

Chapter funds
Board Members

How much money was spent?

@\$350.00

Which board positions were involved in the effort?

President, VP Membership, VP Programs, VP Strategy, Members at Large

Do you have any additional insights to share with other chapters implementing this effort?

Yes,
Know your audience; understand your chapter's demographics and engagement challenges to tailor events that appeal to new and existing members.
Create a welcoming atmosphere; use name tags, ice breakers, and designate greeters.
Offer a balance of structure and flexibility; while casual networking is valuable, incorporating guided activities can help attendees make meaningful connections.
Leverage partnerships and sponsorships; collaborate with local businesses, training organizations, and venues to enhance the experience and reduce costs.
Encourage ongoing engagement; provide attendees with next steps, such as joining a committee, presenting a program or connecting on LinkedIn to keep the momentum going.

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
National Advisors for Chapters (NAC)

Would you be willing to apply 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.

Yes

email_consent

true
