|  |  |
| --- | --- |
| **Chapter Name**  | ATD Buffalo Niagara |
| **Chapter Number (ex. CH0000)**  | CH2043 |
| **Chapter Location (City, State)**  | Buffalo, NY |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Lindsay Kirsch |
| **Email Address:**  | lindsay@lindsaykirsch.com |
| **Phone Number:**  | (716) - 622 - 3848 |
| **Chapter Board Position:**  | VP Program, Director of Technology |
| **Chapter Website URL:**  | [http://www.atdbuffalo.org](http://enotification.td.org/track/click/30530608/www.atdbuffalo.org?p=eyJzIjoiNUZaWWVXY0liemRCTXJ4SHVUVTdlaFVMUjhJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZGJ1ZmZhbG8ub3JnXCIsXCJpZFwiOlwiM2JkYTZjNjEwY2I0NDAzYzg3ZThiMWI5ZjQwNGU3MjNcIixcInVybF9pZHNcIjpbXCI4NWY3Yjk5NTViZjQzM2FhNWM0MjA1ZTc2ZmY5MzQ5YThmYWM3ZWUwXCJdfSJ9) |
| **Submission Title:**  | Monthly Member Webinars |
| **Submission Description:**  | Due to struggling in-person programming, in late 2017 ATD Buffalo made the decision to change the monthly in-person programs to monthly recorded webinars. |
| **Need(s) Addressed? Please be specific.**  | Current programming strategy required significant planning time often completed by a single person, the VP of Programs.Monthly events that required a venue, catering and speaker were only bringing 10-15 attendees - barely breaking even at cost.Many members were not able to attend the events due to job requirements and therefore not receiving full value of their membership, and often not renewing.The chapter was struggling to provide a variety of programming - and bringing back the same speakers year after year, which was impacting engagement and attendance. |
| **What is your chapter's mission?**  | To foster a community that works better by providing resources, networking, and development for learning and performance professionals through programs, events and partnerships. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | With webinar technology we were able to:Provide a variety of speakers addressing different areas of the ATD key competency model. We were no longer restricted by geographic boundaries and could have presenters from anywhere in the world.Record presentations and create a past presentation directory for members; creating additional value for their membership.Provide an opportunity for global ATD leaders to gain exposure to other markets, such as Buffalo. |
| **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.**  | Each one of our webinars has strategically aligned to one of the ATD competencies; and we continue to affirm and express this. This keeps our chapter on track to provide a variety of programming as well as allows our members to gain exposure to different areas of T&D. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Members: as a result of this initiative, our members are receiving additional value for their membership (webinars are free to members), gaining exposure to topics they would not otherwise have exposure too, and making network connections with ATD leaders worldwide.Chapter: as a results of this initiative, our chapter has gained exposure by providing a low risk program (it only costs $10 for non-members) and we have received multiple new members as a result. Additionally, we are able to provide a wider variety of topics and programming with resources we would not otherwise have access too (we cannot fly ever speaker to Buffalo!)Speakers: as a result of this initiative, our speakers are gaining access to audiences they have not necessarily had access to before; receiving potential business opportunities. Many of our speakers have also valued the opportunity to “practice” presenting their materials in a virtual environment.Chapter Leadership: as a result of this initiative, our chapter leadership has been able to learn about new technologies (Zoom Conferencing and Vimeo) as well as learned virtual facilitation techniques.ATD National: as a result of this initiative, ATD national has gain additional exposure through marketing initiatives (we always speak to Power Memberships), gaining new national memberships as well. |
| **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)**  | Zoom Conferencing $150/yearVimeo Pro $300/yearWild Apricot/website - leveraged existing website and membership capabilities |
| **How did you implement: (please give a brief description)**  | Webinars were presented live to those who were available, but also recorded using Zoom Conferencing.The webinar was then edited if necessary and uploaded to Vimeo for storage.Using our existing website, we created an addition to our members only area, where members can login and access recorded videos.Vimeo provided embed link which was placed Wild Apricot webpage (member’s area).Members can login at any time and view recorded videos and download additional resources. |
| **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.)**  | See Target Audience section. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Even though this is ultimately a member benefit - it has really provided our chapter leadership and speakers growth opportunities in using and leveraging technology as well as presenting virtually.Now that we have a strategy in place, we will be able to recruit additional volunteers to assist with webinars and they will be able to gain similar experience.Our expectation is that since webinars are easier to coordinate than a live event, we hope to have more volunteer interest with coordination, taking some of the effort away from the VP of Programs. |
| **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.):**  | As we are looking to expand our webinar audience, we have reached out to our David Hofstetter to assist us with marketing this to other regional chapters at a discount. Ideally, in the future, we may have collaborations with chapters that want to share local leaders for the presentations and visibility. |
| **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=eyJzIjoiUUxIdHBEY1MzWVNlM3FHa1BDZ3ZqOUs1UWhNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjNiZGE2YzYxMGNiNDQwM2M4N2U4YjFiOWY0MDRlNzIzXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |