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| **Chapter Name**  | ATD Pittsburgh |
| **Chapter Number (ex. CH0000)**  | CH3019 |
| **Chapter Location (City, State)**  | Pittsburgh, PA |
| **Chapter Membership Size**  | Small (Less than 100) |
| **Contact Person for this Submission:**  | Vince Kwisnek |
| **Email Address:**  | vkwisnek@gmail.com |
| **Phone Number:**  | (412) - 420 - 0609 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [http://www.tdpittsburgh.org](http://enotification.td.org/track/click/30530608/www.tdpittsburgh.org?p=eyJzIjoiWElUTllfU1JSTjVDWi1pQUtfV0hoT2FoSWNjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LnRkcGl0dHNidXJnaC5vcmdcIixcImlkXCI6XCJlNjM2Y2JjNTQxZTg0ODU4OGY1NDJjZjhkMDVlYjRlNVwiLFwidXJsX2lkc1wiOltcIjA4ZDZkMDkxYmQzMDBlMGMyYTE4NGY2NzcyYjE5ZmIyMzQ0NzQxY2VcIl19In0) |
| **Submission Title:**  | Leveraging National Membership Benefit for Chapter Book Club |
| **Submission Description:**  | (info taken via phone call with CRC member Leanne Barron)The ATD Pittsburgh chapter does a book club for the members once a year and in an effort to encourage power membership they chose to use a book ("More Lies About Learning") that was available as a national membership benefit.  |
| **Need(s) Addressed? Please be specific.**  | The chapter wanted to push power membership and made the process easier for those interested in the book club. They were leveraging national benefits on a chapter level. |
| **What is your chapter's mission?**  | Empower professionals to develop talent in the workplace (same as national's) |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Encourage chapter members who are developing talent on a daily basis to stay engaged by providing fresh and current information and networking opportunities. |
| **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.**  | Same as above |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Chapter members |
| **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)**  | Volunteer hours and board member hours, nominal cost for snacks for the in person book club meeting |
| **How did you implement: (please give a brief description)**  | The chapter sent communication out to members about the book club and created an event on the chapter website so they could keep track of registration. This also allowed the book club organizer to communicate directly with the members and send questions or any relevant info. The organizers pushed the info out on the chapter's social media, emailed members and mentioned it at chapter meetings. The goal was to meet once a month with 2 virtual meetings and one in person meeting (3 months per book). |
| **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.)**  | Out of the chapter's 60 members 10 were interested and between 3 and 8 participated. It was a great way to encourage use of national benefits, invite people to participate in industry related conversations and boost engagement. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | In the future the chapter could do even more to engage participants such as increase the communication, send out a question of the week, and leverage technology. |
| **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.):**  | This was an idea from a chapter member who became a dedicated volunteer for this effort. |
| **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)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiWFBTbnR0LW1hajk0WFFnc2F4Vmc4cWVtZWtrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImU2MzZjYmM1NDFlODQ4NTg4ZjU0MmNmOGQwNWViNGU1XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |