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| **Chapter Name** | Upstate SC ATD |
| **Chapter Number (ex. CH0000)** | CH4010 |
| **Chapter Location (City, State)** | Greenville, SC |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Elizabeth (Beth) Freeman |
| **Email Address:** | [president@upstatesc.astd.org](mailto:president@upstatesc.astd.org) |
| **Phone Number:** | (864) - 250 - 1111 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | <http://upstatesc.astd.org> |
| **Submission Title:** | Phenomenal Collaboration and Partnership Contributes to Community Workplace Development |
| **Submission Description:** | The University Center of Greenville (UCG) is a Chapter Sponsor of the Upstate SC Chapter of the Association for Talent Development (aka, Upstate SC ATD) and provides the following as a part of the Chapter sponsorship:   * Chapter office space, equipment, plexi-glass signage, banner flags, additional movable signage, a branded registration table cloth, meeting space for programs, miscellaneous supplies, the physical labor needed to schedule and set up the meeting rooms, and to assist with projection equipment, sound systems, and wireless internet access.   More than 25 years ago, UCG began as a collaborative leadership effort put together by forward thinking South Carolina community leaders and visionaries of some of the institutions of higher education in South Carolina. The institutions involved include Greenville Technical College, Clemson University, The University of South Carolina, South Carolina State University, Furman University, USC Upstate, and Lander University. Recently, Anderson University replaced Lander University. These institutions are referred to as the anchor institutions. These universities and colleges share physical classroom space and maintain separate administrative offices for the various degree programs offered. The real estate and building for UCG is what was originally the McAllister Square Mall located on South Pleasantburg Drive in Greenville, SC. McAllister Square shopping mall closed. Greenville Technical College recognized the value of this space, acquired the mall, and moved their Administrative offices to one end of the mall. Subsequently, to best use the space available at the other end of the mall, the University Center collaboration with the 4 year universities formed and a leadership Board took over the management of the facility. Each institution specializes in the courses and degrees offered, and in that way avoids drawing students away from each other’s institutions.   This arrangement left additional space vacant within the mall. To fill this space, Greenville Technical College, UCG, and Greenville Community leaders reached out to various nonprofit organizations.   The mall now houses the following nonprofit organizations, the English as a Second Language, Public Education Partners, It-ology, South Carolina Commission on Higher Education, and the Upstate SC ATD.  Past Chapter President Betty Ellis recognized the opportunity to serve the Chapter constituents, meet the needs of the non-traditional students, and focus on workforce development for the local community.  Betty contacted the University Center Leadership board and the community leaders to discuss a sponsorship partnership between the Chapter and University Center. The Chapter and University Center executed a memorandum of understanding to secure the meeting and office space, and other tangible benefits to enable the chapter to fulfill its mission.  With the support of UCG, the Upstate SC ATD has been able to increase the number of programs and events offered, to raise our community’s awareness of the organization and its mission, and to better serve the needs for professional development for the area workforce and the adult learner student population.  As a result, we’ve seen our membership numbers grow (slowly and with some slow renewals but still growing). We’ve been able to build a contact database approaching 1000. We are working toward increasing our service and ability to support major employers, small businesses, and mid-size companies.   The UCG collaboration with Upstate SC ATD is worthy of an SOS as an economic growth model for other communities to move properties out of abandonment and to move them into community growth, specifically in the areas of access to higher education and workforce development. We are modeling behaviorally how to collaborate, how to change effectively, how to share technological advances in the delivery of education, and how to make access to higher education more affordable and accessible.  The University Center has benefited from an increase of non-traditional student foot traffic. |
| **Need(s) Addressed? Please be specific.** | workplace development  access to higher education skills training economic development leadership development through collaboration |
| **What is your chapter's mission?** | Our Vision: to be the Upstate leader in workplace learning and performance  Our Mission: To provide value by equipping our constituents to achieve positive and innovative learning, development, and performance outcomes. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | 1. UCG provides meeting space for the Upstate SC ATD programs 2. UCG promotes the chapter through signage, equipment, support, referrals 3. UCG and Upstate SC ATD strive to offer programs to develop the knowledge and skills needed by the Upstate SC workforce 4. UCG & Upstate SC ATD strive to recruit people interested in continuing their education and to provide training (talent development) for those needing specific skills. |
| **National ASTD's mission is to "empower professionals to develop knowledge & skills successfully". How does this submission align with ASTD's mission? Please provide specific examples.** | We provide programs aligned with the competency model provided by national ATD. We address specific skills development as identified by chapter members, by national ATD communications, and by our UCG leadership.   Please see the events section of our chapter website [www.upstatesc.astd.org/events](http://www.upstatesc.astd.org/events). For several years now, we’ve offered between 9 and 11 learning, networking, and professional development opportunities. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Upstate workforce members, those looking to rejoin the workforce, and those who want an opportunity to meet others with similar interests, students enrolled in any of the anchor higher education institutions in addition to students who are enrolled in other higher education institutions are welcome and encouraged to attend. |
| **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)** | In addition to Chapter office space, UCG provides the following: equipment, plexi-glass signage, banner flags, additional movable signage, a branded registration table cloth, meeting space for programs, other supplies, and other support. UCG also provides the physical labor needed to schedule the meeting rooms, to set up the meeting rooms, and to assist with projection equipment, sound systems, and wireless internet access. |
| **How did you implement: (please give a brief description)** | The chapter negotiated a memorandum of understanding with the UCG President to allow us to meet for programs and events. This grew to include office space as the number of programs grew and the number of people we were bringing to UCG increased.  We review and renegotiate annually. |
| **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.)** | **Membership Increase:**  In 2010, chapter membership was hovering around 50 to 60. Each year since inception, we have increased membership. We are now at 100.  **Financial Gain:**  The chapter saves hundreds of dollars each month because we are not paying for the physical office space we now occupy. Nor are we paying the high end retail price for a ballroom, meeting room or restaurant facility.  **Fulfilling the Mission:** The savings we actualize allows us to focus solely on improving the member and guest experience and providing a high quality educational experience to equip our constituents to achieve positive and innovative learning, development, and performance outcomes. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | * Get involved with your community's leaders and big thinkers. * Work with nearby universities and colleges, the Chamber of   Commerce, the District and the State Superintendents of Education, Mayor, County/City Council, Rotary Clubs, other non-profits.   * Look for large buildings that are vacant and turn them into major learning centers and meeting spaces for small businesses, non-profits, and government agencies. |
| **Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | None |
| **How did you become familiar with the Sharing Our Sucess (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | ALC Conference |

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