

<b>Chapter Name</b>	St. Louis Chapter
<b>Chapter Number (ex. CH0000)</b>	CH6012
<b>Chapter Location (City, State)</b>	St. Louis, MO
<b>Chapter Membership Size</b>	Medium (100 - 299)
<b>Contact Person for this Submission:</b>	Thomasine Joyce
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<b>Chapter Board Position:</b>	President
<b>Chapter Website URL:</b>	<a href="https://atdstl.org/">https://atdstl.org/</a>
<b>Submission Title:</b>	"Free April" Virtual Programming during Covid-19 Quarantine
<b>Submission Description:</b>	<p>As a way of giving back during the Covid-19 pandemic quarantine, the St. Louis Chapter reached out to other Midwest chapters to brainstorm how we can collaborate together to give back to our membership during this difficult time. We aligned to share our collective talent and content in order to provide all of our members a robust virtual Learning programming schedule for the month of April...all for free. We call this simply, "Free April".</p> <p>"Free April" consists of 15 one hour virtual, including relevant and timely topics such as: Activities for engaging virtual learning, Leadership in times of uncertainty, When on-line is the only way, Using visual body language to engage others in virtual environments, and much more.</p> <p>The Chapters aligned in this effort have met multiple times virtually and also collaborates daily on Slack. The chapters are: St. Louis, Detroit, Ann Arbor, West Michigan, Central Ohio, Central Indiana and Chicagoland. There is interest also from Puget Sound and Cascadia, but the group will be discussing how big we want to become as a cohort. The group has interest in continuing the partnership with potential continue the virtual learning sharing and to deliver a combined virtual conference.</p>
<b>Need(s) Addressed? Please be specific.</b>	All needs have been addressed.
<b>What is your chapter's mission?</b>	<p>The St. Louis chapter of the Association for Talent Development (ATD) offers professional development, networking, and career enrichment for workplace learning and performance professionals in the Greater St. Louis area.</p> <p>The purpose of the Chapter is to promote lifelong learning and professional development through responsible action in support of the members and communities that we serve</p>
<b>How does this effort align with your chapter's mission (Please provide specific examples)?</b>	To promote learning of all chapter members involved, especially during very difficult times and budget concerns, and to support those that have been laid off during the Covid-19 Pandemic
<b>National ATD's mission is to "empower professionals to develop talent in the workplace". How does</b>	The programming largely focuses on how to manage the evolving training function during a difficult and challenging time for our members. By providing the skills and knowledge, as well as the

<b>this submission align with ATD's mission? Please provide specific examples.</b>	courage to create change for the better. To have a place to network with their peers and learn from each other on how to move forward even when everything around us is changing.
<b>Target Audience: (Who will benefit/has benefited from this effort?)</b>	The combined membership of 7 chapters as described above.
<b>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)</b>	This effort costs nothing for any of the chapters. The virtual sessions were largely donated. The meeting platforms for the cohort were already in place. The Slack tool for collaboration was free.
<b>How did you implement: (please give a brief description)</b>	Each chapter implemented their own communication of the program. St. Louis updated the website with the month's programming, send out e-mail communications, social media notifications, and a President's letter describing the program in the quarterly newsletter. The website included links to registration for each of the sessions. Each chapter added a field to the registration form so that a visiting chapter can indicate which chapter they are with, for tracking purposes.
<b>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.)</b>	The outcomes included a robust April programming schedule of 15 sessions, from 7 different chapters. So far the St. Louis Level 1 evaluation scores average 4.5 out of 5. The evals for the rest of the programs will be forthcoming and shared. We hope to see a lift in membership, but we will get that data next month.
<b>Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)</b>	Need to have a collaboration platform, but also need to meet and make decisions in virtual meetings. The idea has snowballed, and we have to determine how big the group will get. Also decisions have to be made on pricing (After April) so that everyone is aligned
<b>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.):</b>	N/A
<b>Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to <a href="mailto:sos@td.org">sos@td.org</a>)</b>	<a href="#">ATD Midwest Chapters April 2020 Webinar Schedule.docx</a>
<b>additional supporting documents:</b>	<a href="#">ATD St. Louis Member Newsletter March 2020.msg</a>
<b>additional supporting documents:</b>	<a href="#">April FREE Webinars.msg</a>
<b>How did you become familiar with the Sharing Our Success (SOS) program?</b>	Saw or heard of SOS on an area call with my NAC
<b>Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of</b>	Yes

each year at [td.org/alc](https://td.org/alc). Selected session facilitators receive complimentary registration.

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