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| **Chapter Name** | Nebraska |
| **Chapter Number (ex. CH0000)** | CH6064 |
| **Chapter Location (City, State)** | Omaha, NE |
| **Chapter Membership Size** | Medium (101 - 349) |
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| **Chapter Board Position:** | VP of Education |
| **Chapter Website URL:** | [http://www.atdnebraska.org](http://enotification.td.org/track/click/30530608/www.atdnebraska.org?p=eyJzIjoiMVplZHBhdHJQc0hwaHhUaWhCVV9sTGNFdWpFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZG5lYnJhc2thLm9yZ1wiLFwiaWRcIjpcIjQ5NzY1MjQ1Y2IxNTRjZDE4ZjJmNDRmYzBmMGZhOGNiXCIsXCJ1cmxfaWRzXCI6W1wiNTFkNzc3NTQ5N2NiNzdiNGFjZTQ4ZTEyNmQ0OTAwYzcyYzI2YWVlZlwiXX0ifQ) |
| **Submission Title:** | Creating a Sustainable Model for Trainer's Institute |
| **Submission Description:** | One of the benefits we offer to our members is a foundational competency program, Trainer’s Institute. It started in the 1990’s, and as the needs of our chapter and industry have changed, we made changes to Trainer’s Institute, including changing it to focus more on industry trends, number of sessions offered, and time commitment. Each incoming VP and Director of Education had a new strategy for marketing, planning, and executing Trainer’s Institute. This was good because it allowed new ideas into the program, but resulted in a product that changed so often members didn’t know who should go to Trainer’s Institute.  With a decline in the overall attendance from 2013-2015 and another change in the VP and Director roles, we asked our membership what they were looking for from Trainer’s Institute. Overwhelmingly, they told us that Trainer’s Institute should be a foundational competency program designed to help new talent development professionals, and experienced professionals with an expanding scope, develop skills and come away with tools that could be applied to make an immediate impact on their organizations.  With that in mind, our board worked to restore Trainer’s Institute to its roots as a foundational competency program focused on adult learning principles, ADDIE, and e-Learning, created a comprehensive communication strategy, set clear expectations for potential speakers, streamlined the speaker proposal process, and narrowed the scope to focus on skills, tools, and real-world examples that could be immediately applied. As a result, we saw a dramatic increase in registration and revenue generation, as well as created a repeatable and sustainable model for Trainer’s Institute. |
| **Need(s) Addressed? Please be specific.** | Over the years, there had been a decline in registrations due to changes in focus and strategy surrounding Trainer’s Institute. The program began to focus more on industry trends in 2013, which resulted in an even lower attendance rate and a decline in revenue. Through our annual membership survey, we were able to determine that members were looking for a program that provided foundational concepts, such as adult learning principles, ADDIE, and e-Learning. |
| **What is your chapter's mission?** | The mission of the Nebraska Chapter of ATD is to enhance member’s abilities, to develop talent and support clients and organizations in our local and global communities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Trainer’s Institute provides a foundation in adult learning principles, ADDIE, and e-Learning through interactive sessions that provide attendees with real world examples and hands-on application necessary to jump start talent development professional’s abilities to help them achieve their organization’s goals. |
| **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.** | Trainer’s Institute provides a foundation in adult learning principles, ADDIE, and e-Learning through interactive sessions that provide attendees with real world examples and hands-on application necessary to jump start talent development professional’s abilities to help them achieve their organization’s goals |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Trainer’s Institute is designed for anyone with less than 2 years of experience in the Talent Development profession who is looking to gain more knowledge in foundational concepts in regard to adult learning principles and the ADDIE model. More experienced professionals who want to sharpen their skills or are taking on expanding roles within their organization are 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)** | The chapter budgeted for and spent $2,350 on speaker fees, supplies, and snacks for participants. One speaker donated a portion of their fees to the chapter’s Julie Durmaskin Professional Education Scholarship Fund, totaling $50. The VP of Education, Director of Education, and Education Committee Volunteers spent 250 hours planning, recruiting speakers, reviewing presentation materials and documents, event logistics, and compiling the evaluations.  The space for Trainer’s Institute was donated by a local organization with members involved in the Nebraska Chapter of ATD. In return, they received one full-time registration, approximately $750 in value. The Marketing and Communications Committee spent about 50 hours preparing email and social networking advertisements, newsletter articles, and creating website events and registrations. |
| **How did you implement: (please give a brief description)** | The VP and Director of Education outlined the foundational skills for adult learning principles, the ADDIE model, and e-Learning, which encompassed 5 of the 10 talent development areas of expertise: Performance Improvement, Instructional Design, Training Delivery, Learning Technologies, and Evaluating Learning Impact. Speakers were asked to submit a request for proposal form covering the following topics: Adult Learning Principles, Analyzing the Need for Training, Designing Training Programs, Developing Training Materials and Resources, Implementing Effective Training, Presentation Best Practices, Evaluating Training Program Success, and e-Learning Technology and Best Practices. Proposal forms were evaluated by board members and volunteers using the Speaker Rubric. Speaker materials were reviewed prior to the start of the program to ensure adequate scope, interaction opportunities, and real-world examples. Each session, except for e-Learning, was given a 4-hour time frame, totaling 5 8-hour sessions that were spread over the course of 5 weeks, starting in September and ending in October. Attendees had the option to register for the entire Trainer’s Institute or the days that covered the specific topics and skills they wanted to learn more about.  Marketing for Trainer’s Institute started in February and continued through the end of September. It included “Save the Date”, “Open Call for Speakers”, and Registration emails, a postcard campaign, and social media posts. |
| **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.)** | With the implementation of the new structure and increased marketing, we saw a 175% increase in full time registration, which resulted in a 55% increase in revenue to the chapter.  From the individual session and overall course evaluations, the feedback supported the shift back to a foundational focus with 95% of attendees stating their knowledge and/or skill level increased as a result of the sessions and 90% reporting they would be able to immediately apply the concepts from the sessions to their work. Through additional feedback supplied, we learned that participants wanted to spend more time applying the concepts they were learning through case studies or being able to bring their own work product to work on. Also, they felt more time should have been spent on presentation skills, with possible recording of their presentations.  As a result, we will keep the focus of the program on foundational level concepts, but include more time for presentation skills and add ask speakers to provide more case studies. We also plan to encourage participants to bring a current project with them and will build in time for application of the concepts they are learning to their project. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | We learned that planning, documenting processes, creating a communication strategy, and evaluating the results are extremely important. Key tips include: set the dates for Trainer’s Institute in January for the September event; work with marketing to set up an effective, comprehensive communication strategy; recruit speakers who had favorable evaluations from previous events and CPLP holders; limit the scope of the topics, setting presentation expectations for time limit, levels of interaction, real-world examples, and take-aways to be immediately applied to organizational needs; establish a team of volunteers to help with proposal reviews, presentation reviews, and event logistics; offer competitive registration pricing; and utilize the feedback from the evaluations to improve the next Trainer’s Institute. |
| **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.):** | Annual Membership Survey used to determine members thoughts on the focus of Trainer’s Institute. The VP’s of Education and Marketing and Communication worked closely to design an aligned communication strategy, as well as redesign the website pages for Trainer’s Institute. Speaker Request for Proposal forms were reviewed and updated to ask questions specific to what was necessary for both marketing and speaker selection. The form was then moved into an online format through Jot Forms to make the application and selection process as simple as possible. Previous year’s Trainer’s Institute topics, evaluations, pricing, and attendance were used to determine the goal for attendance and ensure that the pricing structure was in-line with other events offered. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [2016\_TI\_RFP.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoicVRVRWZubWRVS21NUnNXU0lUaTBDcHNSbGswIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNVFVtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI0OTc2NTI0NWNiMTU0Y2QxOGYyZjQ0ZmMwZjBmYThjYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [2016\_TI\_Speaker\_Rubric.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoid2lQYXdGb1IzQk05VVFGaS01djFhSFVuazlNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNVFVtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI0OTc2NTI0NWNiMTU0Y2QxOGYyZjQ0ZmMwZjBmYThjYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [2016\_Session&Overall\_Evaluation.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiRXVGQ3Qya1BZSnpKQy1nWm84cEE3RkxsSmdjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNVFVtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCI0OTc2NTI0NWNiMTU0Y2QxOGYyZjQ0ZmMwZjBmYThjYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **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=eyJzIjoiUld2cmpiRkkyMDJISnZXNkNIRjFINFVJc2h3IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjQ5NzY1MjQ1Y2IxNTRjZDE4ZjJmNDRmYzBmMGZhOGNiXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |