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| **Chapter Name**  | Florida Suncoast Chapter |
| **Chapter Number (ex. CH0000)**  | CH9063 |
| **Chapter Location (City, State)**  | Tampa, Florida |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Jennifer Buckley, Secretary, Registration Manager, Webmaster |
| **Email Address:**  | registration@atdsuncoast.org |
| **Phone Number:**  | (813) - 323 - 5852 |
| **Chapter Board Position:**  | Secretary, Registration Manager, Webmaster |
| **Chapter Website URL:**  | [http://atdsuncoast.org](http://enotification.td.org/track/click/30530608/atdsuncoast.org?p=eyJzIjoiaUlTYkg3NUJUdmRRdG1NSzB4LXM2VkQwdkt3IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkc3VuY29hc3Qub3JnXCIsXCJpZFwiOlwiYWVlMTlkMDAxMDQ2NGZlOWE5YmY5MzZhYWI1ZDI1YWFcIixcInVybF9pZHNcIjpbXCIxYmM2OGVhMDBiYmE4NDY1NDNjZTE0ZjEzMWYyZTdiMTkzODQ4YzFkXCJdfSJ9) |
| **Submission Title:**  | Name Badges |
| **Submission Description:**  | Professional Name Badges for Members |
| **Need(s) Addressed? Please be specific.**  | Every month (sometimes more than once) we needed to print out name badges for our events. However, with last minute attendees, we would often be short or there might be a typo and it was becoming a cumbersome task for the Secretary to maintain & store the supplies and constantly print and reprint. Also, despite our best efforts, the paper name badges would leave pinpricks on our clothing, the clip-ons weren't always practical and stickers would not stay put. |
| **What is your chapter's mission?**  | The ATD Florida Suncoast Chapter, Inc. provides its members with the knowledge, skills, tools, and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of talent development, workplace learning, and performance.  |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | This effort aligned with our mission by providing a professional look and feel to our name badges and it allows our members to represent ATD in a more professional manner when attending other events or gatherings helping to spread the word about ATD, what we do and the value we add to our members professional growth. |
| **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.**  | Many of our members work in corporate environments and as such, often belong to other professional organizations (PMI, Women in Technology, STC, HR Tampa Bay, SHRM, Chamber of Commerce, Network After Work, networking events, etc.) and these name badges are professional in design and are very sturdy and are often worn to or at other events not sponsored by our local ATD Chapter. These have been a fantastic ice breaker at these events to share the mission and vision of ATD by raising awareness of who and what ATD is and what ATD does for developing talent in the workplace. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | All 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)**  | Initially, a few hours were spent locating a local resource for creating these name badges and we selected a local Awards and Engraving shop to produce these name badges for us. The cost of a name badge was added to the annual membership fee to cover the costs and members may request a new badge upon renewal (if needed). The magnet style is the default or a member may request a pin-style. |
| **How did you implement: (please give a brief description)**  | The membership application form includes a picture of the name badge and we collect the First Line and Second Line information so that when a new member joins, the badge is ordered at the same time. The First Line is the name of the member and the Second Line can be a members' title, company or position. Badges take about 3 days to receive and they are presented to the member when they attend their first Chapter event. |
| **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.)**  | The badges were incredibly well received and everyone wears them with pride. Many of us wear them to all kinds of events and I know of at least three new members who joined our chapter because they heard of our chapter at other events (Network After Work, PMI and HR Tampa Bay). It has been an excellent conversation starter and lends a very professional appearance for our profession and chapter. I was wearing my badge at ALC this year (as were my colleagues) and we all had several inquiries about them. Because of these badges, we have certainly raised awareness of ATD as a whole throughout the Tampa Bay area. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | We do a once-a-year "mail out" for all badges that have come in but have not been collected. This keeps the management of the name badges under control. We recommend developing a strong relationship with a local company to support the local economy and one option is to have the local company mail the badges out directly. We have not pursued this yet (and might not). |
| **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.):**  | N/A. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** SOS@td.org**)**  |  [ATD\_FL\_Suncoast\_NameBadge\_2016.JPG](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiOFVjZS0wTGwxMkRyb2ZpN0NkY0oySTYzbnk4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNRGdtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJhZWUxOWQwMDEwNDY0ZmU5YTliZjkzNmFhYjVkMjVhYVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | ALC, Chapter President |
| **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=eyJzIjoiSmJuV19BU1dDLVRtSTluem00TEpsQ3BXTGNRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImFlZTE5ZDAwMTA0NjRmZTlhOWJmOTM2YWFiNWQyNWFhXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |