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| **Chapter Name** | Buffalo Niagara |
| **Chapter Number (ex. CH0000)** | CH2043 |
| **Chapter Location (City, State)** | Buffalo, NY |
| **Chapter Membership Size** | Medium (100 - 299) |
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| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://atdbuffalo.org/](http://enotification.td.org/track/click/30530608/atdbuffalo.org?p=eyJzIjoiNVMwb1hJampGemIwbHg0SkZDZUcxQXlQZmhNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkYnVmZmFsby5vcmdcXFwvXCIsXCJpZFwiOlwiOWFlOGZlMjExOGJlNGMwNzg3MjIzMDliYmFjZjQzZmNcIixcInVybF9pZHNcIjpbXCIzZjE2NWMzODZkZmZlYjAxZTY5MjE0YTA3OGUwNzE0Yjg2MThhMjc0XCJdfSJ9) |
| **Submission Title:** | Learning Social Series |
| **Submission Description:** | The chapter started with Secret Not Secret Social. The idea was to hide learning moments within social activities. These events typically have four components:  Networking Learning Food/Drink Leader’s learning journey  People didn’t quite understand the name so they changed the name to Learning Social Series. Past ones have been at a winery, brewery, and Paint/sip.   For example, when they went to the brewery - find out how beer is made, networking, food/drink/social, activity (tour, painting, etc), leader discuss their learning journey |
| **Need(s) Addressed? Please be specific.** | People like to go to social events where learning may occur. They wanted to provide a social learning opportunity. They wanted to meet the needs of a different audience of members who want a more social atmosphere as opposed to a webinar. Plus, when you are having fun, you learn more. It provides value to members and learning and fun. |
| **What is your chapter's mission?** | Mission: To foster a community that works better by providing resources, networking, and development for learning and performance professionals through programs, events, and partnerships. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | These events allow members to create a community in a different venue while also learning. |
| **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.** | This effort allows members to see that learning can occur anywhere and development can be found in unexpected places. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members, non-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)** | Depending on the venue, there may be costs to the chapter. When possible, we tried to negotiate a discount for members.  Brewery was 10 for members, 20 for nonmembers Winery was free to members, 10 for nonmembers (~$250 spent by the chapter)  Painting was paid for entirely by the members. |
| **How did you implement: (please give a brief description)** | We came up with the venue/event. Some ideas we have for future ones are game stores, trivia nights, karaoke, escape room, brewery, winery, painting, etc.  Once we had an idea, we contacted the venue and negotiated the cost. We also determine if food and beverage catering is needed separate. With those costs, we figured out cost per person and determined if the chapter is going to pay for members or if there will be a cost for members.  Discuss the goals with the person leading the event and ask them to share their learning journey Advertise Email Facebook event Local website (Buffalo News)  Website calendar Coordinate with volunteers to ensure any day of set up occurs for catering, checkin, etc |
| **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.)** | There weren’t any surveys, but the social media posts had responses saying that they enjoyed the event. Other members who saw pictures on social said that they were bummed they missed it. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Being mindful and in the moment to see where learning occurs Track your communication plan Do surveys to track the satisfaction Make sure to advertise the event. The painting event wasn’t well attended due to less focused advertising as the chapter was focused on a luncheon two days earlier where more money was invested by the chapter. Perhaps have individual emails for the event. Intimate events are great for socializing so don’t choose events that require a certain number of participants. This allows the chapter to have fun and not worry about losing money on the event due to registration numbers. Focus on quality events not the quantity of participants |
| **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.):** | It was an idea that someone shared at ALC about how the chapter went on a brewery. It prompted the idea. |
| **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=eyJzIjoiNmFENTJaaEZNMENjU1BFOGx4VnU0cEFSZG1vIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjlhZThmZTIxMThiZTRjMDc4NzIyMzA5YmJhY2Y0M2ZjXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | No |