

Sharing Our Success (SOS) Submission Form

Chapter Name: Buffalo Niagara

Chapter Membership Size: Small (Less than 100)

Chapter Contact Person: Jasmine Dillon

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Phone Number:

Chapter Board Position: Director of Chapter Services

Chapter Website URL: <https://atdbuffalo.wildapricot.org/>

Submission Title: 3 Top Skills for Facilitators - Engage, Educate, and Elevate

What did you do? (a 2-3 sentence summary of your effort): We collaborated with AAA Western & Central NY to host an in-person event designed to support facilitators. The event featured breakout sessions and networking opportunities to foster learning and professional connections.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members

Why did you do it? What chapter needs were addressed? This was a collaboration between ATD Buffalo Niagara and AAA Western & Central New York. It was intended to address the needs of facilitators in all stages of their career, from new to experienced. It was also something that we did for/with AAA as a result of their team being in a membership bundle. Having a membership bundle with ATD has additional benefits that individual members do not have.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

This workshop generated income for the chapter and was our most popular event of the year, selling out with 48 attendees. We were especially excited to welcome 22 non-members, the largest non-member turnout of the year, thanks to our partnership with AAA whose employees traveled from up to 3 hours away to attend. In total, participants represented 16 different organizations.

Participant feedback was excellent, with an average satisfaction score of 4.5. All respondents reported feeling confident in applying the skills and knowledge gained and indicated they had learned something new from the session.

The workshop also had a measurable impact on engagement and membership. Within one month, four attendees became new chapter members. Additionally, 31% of participants registered for another chapter event, demonstrating positive continued involvement.

Source: Course Evaluation and Registration Data. Note: The comparison of event data is from 5/29 through EOY, as of 11/11/25. The new board members are Jasmine Dillon and Michelle Unger. The new chapter members (and their join dates) are Jasmine Dillion (5/9), Jessica Leavell (4/21), Marilyn Robinson (5/19), Tricia Hughes (6/11). Since there was a member discount for the workshop, we correlated any new memberships from the time we began marketing it through one month following it.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

This began as a conversation at one of ATDBN's Coffee Conversations on January 17, 2025, at a local coffee shop. Dr. Kristy Tyson, the current president, mentioned that the chapter was looking to hold an in-person event in 2025 after losing access to another facility that was previously used. Patrice Hannotte, a Learning & Development Consultant at AAAWCNY, advised that her office had meeting space that sometimes hosts outside parties. Having secured the where, from there it evolved into the what, when, who and how. It was decided that facilitation was a topic relevant to both ATD and AAA. Kristy had a previously developed outline, Jeni had expertise within her role of presenting on that topic, and Patrice contributed her experience as well. The workshop was named "3 Top Skills for Facilitators: Engage, Educate, and Elevate" and was held on May 29, 2025, at 10a-1p at AAA. The topics covered were how to engage learners with interactive techniques, how to apply adult learning principles for impact, and how to use assessments to check understanding and reinforce learning.

Is there anything you would do differently? Increase the registration cost. Although ticket sales from the \$20 (member rate) and \$30 (non-member rate) brought in \$1,140, about half was spent on lunch, printing costs, and facilitator honorariums.
Slightly increase the duration, based on participant feedback. Consider having a "part two" of the event scheduled to market during the event, so participants could register before leaving.

When did you start working on this effort? Feb 03, 2025

When did this effort go live? May 29, 2025

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers. 21

What resources did you use? Check all that apply: Sponsorships/Partnerships
Board Members

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors? worked with AAA Western & Central NY, ATD Leadership (Dr. Kristy Tyson) and AAA L&D (Jason Eastman, Senior Manager of L&D and Patrice Hannotte, L&D Consultant)

Which board positions were involved in the effort? President, VP Membership

Do you have any additional insights to share with other chapters implementing this effort? Around 50 that signed up, we maxed out of room capacity, and only a few who did not attend. As for additional insights - it was a challenge to have 3 people independently working on content who all work for different companies that have a variety of security/technology restrictions. However, the end product was a great blend of perspectives that we would not have had working on our own. Additionally, our handouts were filled with specific ideas for training/presentation activities. Everyone loved getting access to more resources. Overall, chapters should look within to find talent - often we have members/board personnel that have and already teach the skills that members are looking to enhance

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/18873103859>

additional supporting documents: <https://www.formstack.com/admin/download/file/18873103867>

additional supporting documents: <https://www.formstack.com/admin/download/file/18873103868>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: Chapter Leader
Chapter Relations Manager (CRM)
Success Series

Would you be willing to apply 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. Selected session facilitators receive complimentary registration. No

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