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| **Chapter Name** | Central Iowa |
| **Chapter Number (ex. CH0000)** | CH6013 |
| **Chapter Location (City, State)** | Des Moines, IA |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Mark McConnell |
| **Email Address:** | [membership@atdiowa.org](mailto:membership@atdiowa.org) |
| **Phone Number:** | (641) - 621 - 8606 |
| **Chapter Board Position:** | VP of Membership |
| **Chapter Website URL:** | [http://atdiowa.org](http://enotification.td.org/track/click/30530608/atdiowa.org?p=eyJzIjoidEhXVUNxdU16Ylc4Ync1aVhnY2RHdVZKZzNZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkaW93YS5vcmdcIixcImlkXCI6XCIyMjYxZjNhNWU0NmY0ODY2OWRlZWUwYmQ5ZTllN2Q2NFwiLFwidXJsX2lkc1wiOltcImNhNTY3ZDgwMTk4YWExZjBiNjU1NDU4MWE5OWI1ZWI3YjdkN2QwMjZcIl19In0) |
| **Submission Title:** | ATD Central Iowa/GrandView University Leadership Lecture and Student Membership Event |
| **Submission Description:** | ATD Central Iowa partnered with Dr. Alec Zama, Associate Professor Business at Grandview University in Des Moines, and Director of the school's Leadership Credential to provide a guest lecture and panel interview for his Principles of Management Class. The lecture was titled "5 C's of Leadership" and focused on 5 hallmarks of healthy and effective leadership. For each of these leadership tenets, students were given examples of why they were important, example interview questions on the topic they could expect to face in the future, and guidance on how they could development these leadership traits in themselves in both a collegiate and professional setting. At the conclusion of the lecture, an panel interview was conducted with former and current Board members of the Central Iowa chapter so that students could ask questions directly of professionals in the talent development field. |
| **Need(s) Addressed? Please be specific.** | 1) Promote awareness of the talent development profession among college students in Central Iowa and make them aware of the benefits of student membership in ATD 2) Demonstrate value to Grandview University by providing a lecture and panel interview on the hallmarks of healthy and effective leadership |
| **What is your chapter's mission?** | To provide strategic partnerships that assist in creating innovative solutions that link workplace learning and performance to organizational results. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | 1) It allowed us to begin creating a strategic partnership with Grandview University. One that we hope will allow us to promote the talent development profession as a whole as well as contribute to our membership ranks 2) Introduce a new generation of students to the field of workplace learning and performance. |
| **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 event allowed us to convey the importance of talent development to a new generation of students who are about to enter the workplace. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Area college students and faculty. |
| **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)** | Zero cost was involved. Resources were the time spent preparing the guest lecture, communicating logistics with staff at the school, and the time spent participating in the lecture and subsequent panel interview. |
| **How did you implement: (please give a brief description)** | We leaned on one of our chapter's student members, a current Grandview University student, to help our membership committee brainstorm ideas on how we could partner with the school. Once we settled on this event, he was able to serve as the chapter's liaison with the faculty in setting up the date/time of the event. After that, the VP of Membership worked directly with school faculty to identify the scope of the lecture and the nature of the panel interview that followed. |
| **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.)** | 1) Our host, Professor Alec Zama, was so impressed by the content of the lecture that he included the main points on the final exam for the course 2) Professor Zama also invited the chapter to consider partnering with the school's Leadership Credential program to serve as mentors to future program participants 3) Several students requested contact information from our chapter panelists for follow-up |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | 1) Leverage existing contacts/relationships when attempting to develop new partnerships 2) Think of ways you can "provide value in the moment" for whatever organization you're hoping to reach |
| **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.):** | Former/current board members, chapter web site, former SOS submissions, ATD powerpoint template on td.org |
| **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=eyJzIjoibTlSb0VuT0ItWDVxeXo0UWd3MmhKQmE3MFJFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjIyNjFmM2E1ZTQ2ZjQ4NjY5ZGVlZTBiZDllOWU3ZDY0XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |