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| **Chapter Name**  | Central Pennsylvania ATD |
| **Chapter Number (ex. CH0000)**  | CH2007 |
| **Chapter Location (City, State)**  | Harrisburg, PA |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Lynn Tonini |
| **Email Address:**  | lynn@lynnsmail2.com |
| **Phone Number:**  | (717) - 503 - 9999 |
| **Chapter Board Position:**  | VP of Membership |
| **Chapter Website URL:**  | <http://centralpaastd.org> |
| **Submission Title:**  | Developing an ATD Chapter Map for Pennsylvania |
| **Submission Description:**  | While considering what information to include in our new member orientation program, the idea arose that we should show what counties our members come from. Discussion around this built out the idea to also include all the PA chapters, so that members can see where our members come from in relation to the other chapters (in particular, Eastern PA and Philadelphia). The VP of Membership contacted the VP of Memberships in all the Pennsylvania chapters, inquiring as to what counties their members are drawn. All the PA chapters responded, so we were able to move forward rather quickly. An inquiry went out to the Central PA Chapter members, asking if someone with strong graphic design skills would be interested in assisting the chapter by designing the chapter map. One of our members responded that she would be interested in helping. The VP of Membership worked with this member via email. After several iterations and a final review by the Board of Directors, the Pennsylvania ATD Chapter Map was born. The final image was posted on our chapter's website, and was also sent to the other Pennsylvania chapter leaders for their use, as well.  |
| **Need(s) Addressed? Please be specific.**  | The outcome of this project will help inform our members about the chapter membership in general. The chapter leadership is working to increase transparency in all aspects of the chapter, and this information will help provide clarity to our members regarding our region's reach.  |
| **What is your chapter's mission?**  | The mission of Central PA ATD is to provide members with resources to elevate career capabilities and build professional relationships at a local level. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | One of the primary reasons that people join our chapter is to network with other local professionals. We want our members (and potential members) to know exactly where our members are located in the state so that they are aware of the potential networking opportunities. (This is particularly challenging in a large region such as ours.) For example, a member may be interested in meeting with training professionals near her own place of business, and knowing that we have members from certain counties can encourage them to search for and reach out to those members via the member directory on our website.  |
| **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.**  | Networking with other professionals is an important activity in our chapter as it allows for members to learn tips, tricks, and even obtain tools and resources that can help them develop the talent in their own workplaces. Because our region is so large, members from the outer edges of the region may never drive to events that are held closer to the Harrisburg area. However, we encourage our members to contact other members directly (rather than just waiting for the in-person events), and this map will inform them that there may be other members nearby. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | The target audiences include current members and prospective members. Current members will benefit from knowing where other members are located for networking opportunities. Prospective members will be able to see if the county in which they reside is part of our region.  |
| **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)**  | No money was spent on this project. We only recruited one volunteer by posting a request for assistance on our Facebook page. This individual provided graphic design support (approximately 5 hours) until the map was approved by the Board of Directors. The VP of Membership also worked on the project and put in approximately 10 hours to coordinate the project and present it to the Board.  |
| **How did you implement: (please give a brief description)**  | The Chapter Map idea was raised during a Membership Task Force meeting as we were discussing goals for 2016. The VP of Membership posted a request for volunteer assistance via the chapter's Facebook page. A members who has graphic design skills responded, and she and the VP of Membership worked via email to develop the map. The VP of Membership shared some initial ideas and parameters, and the volunteer came up with a first draft within 2 weeks. After a few iterations, the map was presented to the Board of Directors, who approved it.  |
| **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 are no outcomes yet as the Chapter Map was completed recently. However, the other chapters in PA have already stated that they would like to use the map, and there has been some good will built between the chapters as a result of this project. (In fact, it was Rick Kerner from Philadelphia who suggested that Central PA submit the SOS for this project.) |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | This was a relatively quick and easy project. It did not take a tremendous amount of time, and it took no funds. It was a great way to get someone who doesn't typically volunteer to help the chapter by donating a few hours of their graphic design expertise. (We did want to give her credit, so we ensured that she added her name to the copyright statement on the image.) It was also an avenue to connect with the other chapters in the state.  |
| **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.):**  | The VP of Membership contacted ATD at the start of the project to inquire as to whether there was any specific information about what counties the PA chapters cover. ATD did not have those resources, which is why we moved forward on our own to create one. I can envision National ATD building an interactive national map someday that will include this information. Until then, each state might want to consider building its own.  |
| **Please attach any documents that help support this submission: (additional documents should be sent to** SOS@td.org**)**  |  [PA Chapter Map 20160217.png](https://forms.td.org/download.php?q=Zm9ybV9pZD0xMSZpZD04OSZlbD1lbGVtZW50XzE2) |
| **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)? \*Participating chapters receive up to two complimentary registrations for presenters.**  | Yes |

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