**SOS Submission: ATD-CIC Idea Swap  
SOS Title: Idea Swaps in Coffee Shops**

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| **Submission Date: 09.27.2016** **Chapter Name: ATD – Central Indiana Chapter (ATD-CIC)**  **Chapter ID:**  **Chapter Location: Indianapolis, IN** **Chapter Membership Size: 174** | **Contact for this Submission: Michelle Baker** **Email Address: michelle.baker@forumcu.com** **Phone Number: 317-701-5794**  **Chapter Title: President-Elect** **Chapter Website URL: atdcentralindiana.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:** Our annual member survey indicated that our members wanted both formal programming AND networking opportunities. To offer a hybrid of the two formats, we created the “ATD-CIC Idea Swap.” This offering occurs once per quarter, and is open to members and non-members at no charge (participants do purchase their own food/beverage). We meet at various coffee shops around Indianapolis at 7:00 a.m. for facilitated discussion on two main topics:

1. What are you currently working on? (attendees share and ask for ideas with a certain aspect of their project – eLearning, performance management, onboarding programs, management training, etc)
2. What is your biggest challenge right now? How can we help? (attendees support, provide ideas and suggestions, give feedback, offer to make introductions to other people, etc)

Through this casual, intimate setting, current and potential members become better acquainted, find value from like-minded professionals, and start the day with a caffeine AND ATD-CIC boost!

**Need(s) addressed (please be specific):** Specifically addressed member survey feedback looking for more relationship building/connection opportunities with other members, without losing sight of core purpose of chapter – professional development.

**What is your chapter’s mission?**

**Who We Are**

The Association for Talent Development Central Indiana Chapter (ATD-CIC) is a professional membership organization supporting those who develop the knowledge and skills of employees in organizations in Central Indiana. The association was previously known as the Central Indiana American Society for Training & Development (CIASTD).

**What We Do**

We support the talent development profession by providing trusted content in the form of research, books, webcasts, events, and education programs. We host a variety of conferences several times a year, including the premier international gathering for talent development practitioners.

Through ATD-CIC, members are encouraged to:  
**Connect:**

Network with like-minded professionals during CIASTD events and meetings, get involved in a Special Interest Group, join us in on-line forums [Twitter](http://twitter.com/ciastd), [LinkedIn](http://www.linkedin.com/groups?gid=2161167) and [Facebook](http://www.facebook.com/pages/CIASTD-Central-Indiana-Chapter-of-ASTD/137259084685), or meet future employees or employers through our ATD-CIC job bank.

**Learn:**

Attend a monthly meeting, webinar, or special event. Learn about topics ranging from facilitation skills, instructional design, leveraging technology in development, and other engaging Talent Development-related topics.   
  
**Share:**

Support your profession and develop your skills by volunteering with ATD-CIC. Opportunities exist in a variety of areas, spanning from programming to finance. Share your knowledge with others in a Special Interest Group, present at a chapter meeting, or join a discussion in our LinkedIn group.

**How does this effort align with your chapter mission (Please provide specific examples)?** To summarize our chapter mission, ATD-CIC is all about professionals, serving professionals, helping Talent Development practitioners **connect**, **learn** and **share**. The ATD-CIC Idea Swap achieves all of these goals:

**Connect:** Provides a comfortable, casual atmosphere for members and non-members to become better acquainted.

**Learn:** Provides a platform for attendees to meet and discuss topics that are top of mind.

**Share:** Provides an opportunity for attendees to solicit ideas and suggestions from fellow Talent Development professionals who are beside them “in the trenches” at their organizations.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?** The ATD-CIC Idea Swap is all about empowerment:

* Empowering members to build deeper relationships with fellow Talent Development professionals in our community.
* Empowering non-members to learn more about the community of learning and sharing that ATD-CIC has to offer
* Empowering attendees to learn from one another, share challenges and consider new perspectives and ideas that can develop talent in their own workplaces.

**Target Audience (Who will benefit/has benefited?):** Members and non-members are welcome to attend, particularly those who are in individual contributor/mid-management Talent Development/L&D/training roles at their organizations.

**Costs/Resource 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.)*Aside from some time set aside to promote this event via monthly newsletter, social media and announcements at chapter events, there is zero cost involved to implement this offering. We meet at a public location (local coffee shops) with ample seating. While attendees are not charged admission, they do purchase their own coffee/breakfast.

**How did you implement?** *(Please give a brief description.)* As with most new initiatives, we considered the first couple of meetups to be “pilot” in nature – we were clear about that with attendees and asked for their feedback at the close of the session.

To prepare/promote, we did the following:

* Located local coffee shops (Starbucks or independent) in convenient areas with ample seating based on geographic preferences noted in our annual member survey
* Added the events to our calendar on the ATD-CIC website – attendance is capped at 10 participants due to the small coffee shop venue and to preserve the intimate discussion setting, so we asked people to RSVP
* The ATD-CIC Idea Swap was promoted via announcements at chapter events, through our monthly email newsletter, word of mouth and social media (Facebook, Twitter, LinkedIn)
* A chapter board member was present to serve as a chapter ambassador for non-members, and served as the discussion leader. Information about the chapter (flyer, business cards) were available for people to take away

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)* While this was not intended to gain the chapter financially, outcomes have been favorable since implementation:

* Participants were fully engaged in conversation
* Two attendees have become chapter members and joined the chapter since attending the first Idea Swap
* One attendee, who had recently relocated to Indianapolis, was connected with someone that eventually turned into a job opportunity. She shared, “Everything good happening in my career right now is directly tied to this chapter.” (we love that!)

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)* We inadvertently scheduled one of our Idea Swap sessions on the first day of school for many local school districts, resulting in a poor turnout for this early morning event. When scheduling future sessions, we are looking at timing to ensure we do not conflict with important dates/events in a good portion of members’ lives, communities or other chapter/industry events.

**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):** This was spearheaded by our President-Elect, with assistance from other board members. Feedback received through our annual member survey regarding desired content and geographic location was considered.

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website

X Other - We submitted this idea on Chapter Leaders’ Day during ATD ICE 2016

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?** Yes

**\*Participating chapters receive up to two complimentary registrations for presenters.**

***Please email completed forms to*** [***SOS@td.org***](mailto:SOS@astd.org) ***along with any supporting documents.***