Sharing Our Success (SOS) Submission Form

Chapter Name:	Houston
Chapter Membership Size:	Medium (101-299)
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Submission Title:	Using a Data-Driven Process to Design Chapter Programming
What did you do? (a 2-3 sentence summary of your effort):	The ATD Houston chapter wanted to curate programming that would attract members and guests back to in-person events after the pandemic, while re-establishing the value-add of being a chapter member. Houston took a strategic approach to create a programming plan for 2022 that considered three sources on the needs of our audience: 1. ATD Annual State of the Industry Report 2. ATD Talent Development Capability Model Assessment Data 3. Consultants - currently engaged with local organizations Using the combined information from these sources, ATD Houston aimed to provide valuable resources and learning opportunities for our members that directly supported their growth and addressed the current challenges in the industry. Overall, this approach demonstrates a strategic and data-driven process for designing programming that is relevant and beneficial to the members of the Houston Chapter, ensuring they received targeted support and professional development opportunities.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Sponsors Potential Chapter Members
Why did you do it? What chapter needs were addressed?	In the post-COVID environment, chapter leadership was concerned about how to recover from the loss of membership and limited programming due to the pandemic. The challenge: How to bring members and others back to in-person chapter events that provided value in a safe and equitable way?

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.)

The wins for the chapter included:
1. Selected topics that are important to our members and guests in the local geographic area
2. Selected speakers who have specific expertise and could address identified topics of interest connected to the ATD Capability Model
3. Recovered sponsorship that was lost during the pandemic by providing an active event schedule and inviting sponsors to events on topics related to the ATD Capability Model
4. Promoted professional development certification hours that align with the ATD Capability Model
5. Returned to pre-pandemic registration/attendance rates for in-person programs

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

ATD Annual State of the Industry Report:

As a starting point, the Board of Directors reviewed the Annual State of the Industry Report published by ATD, which provided valuable insights into the current trends and challenges in the learning and development industry. The report covered topics such as emerging technologies, evolving learner needs, and best practices in the learning and talent development industry.

ATD Capability Model Assessment Data:
The chapter acquired the 2021 ATD Capability Model Assessment data from ATD National. Specifically, the data requested highlighted responses from individuals with Texas zip codes. This allowed ATD Houston to understand the specific needs and challenges faced by professionals in the state and to identify opportunities for learning and growth for our audience (see Appendix - Sample ATD Capability Model Assessment Data). This assessment focused on the core capabilities outlined in the ATD Capability Model, which included areas such as instructional design, training delivery & facilitation, technology application, performance improvement, and talent management.

Data Review:
The Chapter President shared the ATD State of the Industry Report and ATD Capability Model Assessment Data before a scheduled working meeting with the Board of Directors. During the working meeting, the Board of Directors, the chapter President, and two consultants from the chapter who work with organizations in Houston (and were Chapter Past Presidents), collaborated to identify events, programming, and learning topics that would be valuable for the chapter. The focus was on addressing the needs and interests of participants who took the self-assessment (i.e., with a Texas zip code), taking into consideration the impact of the pandemic on the state. The Board wanted to provide programming and speakers who could speak to the unique conditions and recovery efforts in Texas.

Consultants' Input:
During this discussion, the consultants shared their perspectives based on their interactions with executives from medium to large-size organizations in the region. Their input provided valuable insights into the current needs of these organizations as they navigated the post-pandemic landscape.

Planning Discussion:
With input from these three sources, the Board of Directors collaborated to generate ideas for events, programming, and learning topics. They considered various factors, such as the relevance to the identified areas of opportunity, the ability to address the unique conditions in Texas, and the availability and expertise of potential speakers and subject matter experts.

Each board member was expected to present their proposed ideas, explain the importance, and provide a rationale for why their choice should be

considered. This approach ensured that all perspectives were heard and allowed for a comprehensive exploration of potential options.

By the end of two rounds of weekly meetings, the board produced a list of events, programming ideas, and learning topics that were deemed relevant, impactful, and aligned with the needs of participants from Texas. These suggestions would serve as a starting point for further planning and development, to deliver valuable and tailored content to support the organization's recovery efforts in Texas.

As example - the discussions produced the following proposed topics to focus on and to guide the programming team for 2022:

TD Houston Proposed Topics 2022
1. Hybrid Workforces
2. Classroom Training (Redesign)
3. Training the Expanded Talent Pool
4. Credentialing and Accreditation
5. Application of AI Technology
6. Business Acumen - Understanding business operations before implementing change or new technologies (People/Structure/Processes/Technology)
7. LearnOps - Utilizing data, analytics, and technology to manage learning operations and measure success

Alternates:
Managing the Great Resignation
ESG
Talent Management - the new landscape

Executing the Programming:
The VP of Programs and team took on the responsibility of vetting speakers for the chosen topics and schedule for the year. The selection process focused on ensuring that the speakers' content aligned with the ATD Capability Model and that they could effectively demonstrate how their presentations connected to the specific dimensions outlined in the model. This approach ensured that the events were well-aligned with the chapter's objectives provided meaningful content to the members.

Furthermore, the programs team also determined whether an event would be delivered in person or virtually. This decision was based on various factors, such as the nature of the topic, the preferences of the target audience, and the prevailing circumstances surrounding the pandemic. By offering both in-person and virtual events, the chapter catered to the needs of members who were comfortable attending in-person gatherings as well as those who preferred the convenience and safety of virtual learning experiences. Virtual events allow the chapter to source speakers who may not reside in the Houston area to present programming that may not have been accessible due to travel restrictions and the chapter budget.

To effectively promote these events, the VP of Marketing ensured that all program descriptions, marketing materials, and social media postings conveyed the connection to the ATD Capability Model. By doing so, members and others who came across the promotional content could easily understand how each event related to the development of specific skills and resources outlined in the ATD Capability Model. This approach not only enhanced the visibility and relevance of the events but also facilitated the correlation between the curated events and the professional growth opportunities available to the members.

As a result of using the ATD Capability Model and other data as a guiding framework for offering targeted programming, the chapter experienced positive post-pandemic outcomes. On average the 2022 in-person event registrations & attendance rates were on par with pre-pandemic 2019 in-person events. 2022 average virtual event registrations were at ~60% the rate of 2019 levels. Overall, this indicates positive recovery and the effectiveness of curated programming. Additionally, the inclusion of virtual events provided opportunities for members who were not comfortable attending in-person events to continue learning, growing, and networking in a safe environment. The virtual event format also allowed the chapter to grow by acquiring members from other states.

By using a strategic and data-driven approach to programming that considered the ATD State of the Industry Report, consultants' guidance on the current landscape in local organizations, and local audience-specific results of the ATD Capability Model Self-Assessment Data, the Houston Chapter was able to curate events to address the needs and aspirations of its members. The chapter successfully empowered professionals to continue to develop knowledge and skills in the post-pandemic era.

Is there anything you would do differently?	The chapter was able to address the full range of targeted topics within the subsequent year of planned programming. However, the discussions/planning process took place Q1 of 2022. Programming would have ideally been in-place, ready to launch in January rather than April. As such, we would start the data collection, review, and discussions earlier and plan events for the calendar year. Also, with the relaunch of our Leadership Council, we will be able to incorporate the perspective and needs of local senior leaders in the talent development industry in future planning processes.
When did you start working on this effort?	Feb 01, 2022
When did this effort go live?	Apr 30, 2022
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	35
What resources did you use? Check all that apply:	Sponsorships/Partnerships Board Members ATD Resources Other: Chapter Services
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	You can consult one, all, or any combination of the recommended data sources suggested (as well as others).
Which board positions were involved in the effort?	President, all VPs on the Board, and Past-Presidents
Select the ATD resources you used. Select all that apply:	Chapter Relations Manager (CRM)
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/14721630967
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Other: Submitting an SOS is part of the chapter's culture and history

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.	Yes
email_consent	true