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| **Chapter Name** | Greater Las Vegas |
| **Chapter Number (ex. CH0000)** | CH8070 |
| **Chapter Location (City, State)** | Las Vegas, NV |
| **Chapter Membership Size** | Small (0 - 101) |
| **Contact Person for this Submission:** | Sue Beyer |
| **Email Address:** | [sue@suebeyer.com](mailto:sue@suebeyer.com) |
| **Phone Number:** | (702) - 233 - 6906 |
| **Chapter Board Position:** | President Elect |
| **Chapter Website URL:** | [http://atdlasvegas.org](http://enotification.td.org/track/click/30530608/atdlasvegas.org?p=eyJzIjoiOGEzVG5nWms3a1VITDFCUWQwZ1ZhR0otZnRrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkbGFzdmVnYXMub3JnXCIsXCJpZFwiOlwiODI2NzIzZDZhZGVmNDYwN2E3MDAxZjgwZTRhNGI0NDlcIixcInVybF9pZHNcIjpbXCIwNDUyYWQyOTk0Y2NhOWY0OGExZGQxYmFhNmVkZTk4MWJlMmJjMDI5XCJdfSJ9) |
| **Submission Title:** | Running Your Chapter Like a Business Scorecard |
| **Submission Description:** | We built a Chapter Metrics Scorecard to identify our most important goals, to track those specific metrics, and to use these metrics in our decision-making. We currently track six metrics that align with both CARE and Power Membership requirements: membership, Power membership, chapter meeting attendees, budget YTD, money across accounts, and Social Media members. Please see attached scorecard. |
| **Need(s) Addressed? Please be specific.** | In 2016, we didn't have a solid grasp on our metrics and we had some questions. For example, how do you make decisions if we don't know where we are? How do we build and grow and make solid decisions if we don't know what our goals are? So as of January 2017, we looked at the CARE and Power Member requirements and came up with some key metrics and how we could (and should) measure them. Then we set our goals and began tracking against them. We have now met all but one of our goals for the year (and we still might make that last goal!). |
| **What is your chapter's mission?** | To provide a dynamic environment that empowers workplace learning and performance professionals to share development resources that support growth of its members and community at large. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort was designed to support the growth of our members and community by providing higher quality programs and make better decisions by operating the chapter more like the business that it is. You can't make good decisions without knowing where you currently stand. This has led us from a 46% Power Membership rate to an increase of 68% - in ONE year! The chapter hit a Power Membership rate of 68% in August 2017. |
| **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.** | By operating more like a business, with a closer eye on our metrics and financials, we have been able to provide better programming which has increased attendance at our monthly meetings, attracted new sponsors and we saw a huge increase in our Power Membership numbers. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members, the Board, and sponsors. |
| **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 costs or resources involved aside from a lot of Board members' time. (We have a small Board so many of us wear more than one Board "hat") |
| **How did you implement: (please give a brief description)** | First we had to decide what our key metrics would be - what was most important to us as a chapter.  Second, we had to decide how to measure these metrics for consistency in tracking and measurement against goals. Third, we kept these metrics at the top of our list, and in our hands, all year long. This ensured that we didn't slip and fall into bad habits. |
| **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.)** | This effort brought a little more discipline and rigor to our existing board processes. Ultimately, our chapter IS a business with deadlines, financial responsibilities, and obligations and we needed to treat it more like the business that it is. We were able to meet almost all of our goals set for 2017 and we are on track for more for next year! |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Make sure that what you're measuring aligns with CARE and Power Membership requirements. Make sure that you ALWAYS have your key metrics in front of you so that they don't slip away.  Always double-check each other's numbers just to be safe! |
| **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.):** | We made sure to look at the CARE requirements and Power Membership requirements to make sure we were measuring and tracking the right measurements with our scorecard. |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [ATD Score Card November 2017.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiNXF4YjhnaUE4ZlkwbkNySVZtX01wOEI0TGlJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOVFltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI4MjY3MjNkNmFkZWY0NjA3YTcwMDFmODBlNGE0YjQ0OVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [ATD Score Card.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiSXo3SzQ3U1N4bG5aVUE1WXJVMDdDQWJ5eHJRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOVFltWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI4MjY3MjNkNmFkZWY0NjA3YTcwMDFmODBlNGE0YjQ0OVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Found SOS on ATD website |
| **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=eyJzIjoiY1I3WnNvZV90bzVZYkU3UjRhQUVCLUJLNW1BIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjgyNjcyM2Q2YWRlZjQ2MDdhNzAwMWY4MGU0YTRiNDQ5XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |