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| **Chapter Name** | Greater Chattanooga Area |
| **Chapter Number (ex. CH0000)** | CH4087 |
| **Chapter Location (City, State)** | Chattanooga, TN |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Maddie Hollis |
| **Email Address:** | [mhollis@mccoymgt.com](mailto:mhollis@mccoymgt.com) |
| **Phone Number:** | (423) - 650 - 7095 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://atdchatt.org](https://protect-us.mimecast.com/s/MAJUCQWRMPtN8DPFrpKiG?domain=enotification.td.org) |
| **Submission Title:** | Partnerships without Boundaries |
| **Submission Description:** | 2020 brought an unprecedented set of challenges and opportunities. In an effort to evolve and thrive in the new normal, ATD Chattanooga found ways to collaborate with new partners outside of our geographical area since geographical boundaries were removed once content delivery moved to virtual. |
| **Need(s) Addressed? Please be specific.** | One of the prominent concerns the last couple of years for the chapter was how to add value to our membership. A key point discussed multiple times was recertification credits since we have a number of members and/or participants who wear a Human Resources hat as part of their responsibilities. For those HR professionals who are certified, they focus their attendance and resources in programming that is SHRM and/or HRCI certified. As a small chapter, it had been difficult to fund the fees required to become a certified provider. |
| **What is your chapter's mission?** | To design, develop, and deliver programs that benefit chapter members and the community at large.  To provide products and services which enhance members' knowledge and skills in the fields of talent development.  To be the Chattanooga Area resource for best practices in learning and performance through leadership. We connect talent and resources, invest in skills development, and work to build the Chattanooga area's workforce. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Our member connected us to their resources so that we could provide opportunities for our members and guests. They will now have access to many virtual programs that provide recertification credit. This also benefits the speakers who are exposed to more participants and organizations in a wider geographical area. |
| **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.** | The workplace as a static location has changed almost overnight for many professionals. This partnership was a natural progression which aligns with ATD's mission as it reaches beyond specific geographical areas but still develops talent regardless of where someone's "workplace" is. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The Greater Chattanooga Area Chapter members and general community, and in particular, HR certified professionals who make up a good number of our attendees. The Mobile SHRM chapter has also benefited since like our chapter, they've been unable to partner locally with other organizations. |
| **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)** | Partner Chapter - Mobile SHRM in Alabama Once our member introduced us, it took a few email conversations to agree on the partnership. The only extra step is to complete each other's Speaker Proposals since respective Chapter members will sign up for events on the respective chapter sites. We also advertise and communicate the partnership on various forms of social media and our respective websites. |
| **How did you implement: (please give a brief description)** | Complete each other's Speaker Proposals since respective Chapter members will sign up for events on the respective chapter sites. |
| **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.)** | The outcomes will be reviewed as we partner through more programs in 2020. We've already seen another organization, the local payroll professionals association, participate in our May 2020 event where they did not in the past. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Think beyond current limits and entertain partnerships from unlikely sources. |
| **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.):** | N/A |
| **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**](https://protect-us.mimecast.com/s/eqAFCR67NQigJKWFoYDwk?domain=enotification.td.org)**. Selected session facilitators receive complimentary registration.** | Yes |

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