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| **Chapter Name**  | New York City |
| **Chapter Number (ex. CH0000)**  | CH1026 |
| **Chapter Location (City, State)**  | New York, New York |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Greg Simpson |
| **Email Address:**  | gregory.simpson@atdnyc.org |
| **Phone Number:**  | (646) - 256 - 0357 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [https://atdnyc.org/](http://enotification.td.org/track/click/30530608/atdnyc.org?p=eyJzIjoiNmFtSjBXWHZRaFVYUEdKcjh6YmpkUVp1bFg0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2F0ZG55Yy5vcmdcXFwvXCIsXCJpZFwiOlwiMzNhNGJlOTVhN2EzNDJjOGE0NmM5ODJjZDg2ZTkwMWVcIixcInVybF9pZHNcIjpbXCI0ZDQyN2FkMjJlZTc2YTBmNzNiMjdhZjBlYWNiY2VlMDU5NmI0MWQ3XCJdfSJ9) |
| **Submission Title:**  | Monthly ATD Webinar Series |
| **Submission Description:**  | Given that the New York City chapter has 350 members spread throughout Greater New York City, we wanted a virtual option for those unable to attend our Chapter Events. Our Monthly ATD Webinar Series provided a way to provide development opportunities that did not require travel while promoting ATD membership (Power Membership) by showing the value of the information available by highlighting the caliber of ATD presenters/thought leaders.  |
| **Need(s) Addressed? Please be specific.**  | Looking for a way to engage members more during the course of the year outside of 11 monthly meetings, holiday party, and 6 SIG. Utilized ATD Thought Leaders / Presenters to provide rich content to the members at no cost to the chapter. They volunteered their time and allowed them to record the sessions, with the exception of 1 presenter. The board struggles with promoting the value of national membership to its members. ATD Thought Leaders were selected to promote the value of power membership and show the caliber of content available to them.  |
| **What is your chapter's mission?**  | Our mission is to serve the business professionals of Greater New York City with cutting-edge human performance improvement programs, resources, and events so they can deliver strategic value to their stakeholders; to expand their network of professional relationships; and to enhance their career opportunities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | By providing a additional resources to ensure that all members have development opportunities, we are making sure that people have the information needed to deliver strategic value to stakeholders while making our members the best that they can be so they can help other people. |
| **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 providing a additional resources to ensure that all members have development opportunities, we are making sure that people have the information needed to deliver strategic value to stakeholders while making our members the best that they can be so they can help other people. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | ATD NYC chapter members |
| **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)**  | volunteer hours  |
| **How did you implement: (please give a brief description)**  | Idea came from our VP Programs. He used the td.org site and reached out to ATD Facilitators (<https://www.td.org/education-courses/our-facilitators>).VP asked speakers, Zoom steaming, and recorded via zoom. Two people serve on the webinar committee. Webinar coordinator to support the webinar, prepare the presenter, manage Q&A, and etc so the presenter could focus on the content delivery. Feb 1: Sticky Learning- Ensuring Transfer. (Jean Marrapodi) Feb 28: Subject Matter Experts - Moment of Need Video & Support. (Debbie Richards)Mar 19: The 10 HUGE Mistakes Made When Preparing for L&D Disruption (Future of Work) (Trish Uhl)Apr 25: Dispelling the Neuromyths of Learning (James Bennett)May 30: Performance-Focused Smile Sheets: Radical Rethinking of a Dangerous Art Form(Will Thalheimer)Jun 27: Getting Hard Data from “Soft Skills” Training (Dr. Maureen Orey, CPLP)Jul 31: Incorporating Microlearning Techniques into the Virtual Classroom (Jennifer Hofmann)Aug 29: Leading Your Career: 10 Essential Tips For Success! (Lisa Downs, M.S. Ed., ACC, CPLP)Sep 26: Why Wellness in the Workplace is Now a Necessity, Not an Option (Jaya Jaya Myra)Oct 24: The Neuroscience of Habit Formation (Kamila Sip)Nov 28: Building Coaching Organizations for Multiple Generations (Dr. Virginia (Ginny) Bianco-Mathis ) |
| **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.)**  | Number of registrations – 50 per webinar; getting good traction and interest in the events.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Coordination of the webinar / planning ahead is essential to the final product. Presenter needs to understand the process. What is included when people register for these events – name & email address current; need to ask for phone number because some people only dial in for the event. Need phone number to provide credit for participating in the session.Observation -Evening events are more attended than the ones during the day. Staggered registration for events from open registration to 60 days.  |
| **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.):**  | ATD Facilitators - <https://www.td.org/education-courses/our-facilitators> |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | Previously Submitted SOS |
| **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=eyJzIjoiLVR1ODgyVU9vRWdoVzV1X2tkMG5LRFR1Um5zIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjMzYTRiZTk1YTdhMzQyYzhhNDZjOTgyY2Q4NmU5MDFlXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |