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| **Chapter Name** | Hawaii |
| **Chapter Number (ex. CH0000)** | CH8008 |
| **Chapter Location (City, State)** | Hawaii |
| **Chapter Membership Size** | Large (350+) |
| **Contact Person for this Submission:** | Ai Tanaka |
| **Email Address:** | [aitanaka808@gmail.com](mailto:aitanaka808@gmail.com) |
| **Phone Number:** | (808) - 352 - 4955 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [https://www.atdhawaii.org/](http://enotification.td.org/track/click/30530608/www.atdhawaii.org?p=eyJzIjoiOHlVQ0lGYW9Fbk53LUpidXpydFBOM1ZtS1RBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3d3dy5hdGRoYXdhaWkub3JnXFxcL1wiLFwiaWRcIjpcIjUyMWU0ZTNlOTg4MzQzOTA5MzAwNjAzMzI1ODAxY2UwXCIsXCJ1cmxfaWRzXCI6W1wiM2NmYzBjMjM3ODI0MGM5ZGU5MWE0ZWI3ZDRjYTMzYjdlMjRhMDdhZVwiXX0ifQ) |
| **Submission Title:** | ATD Hawaii: 2018 Journey Highlight Film |
| **Submission Description:** | A video of what our chapter did in 2018 and how we did it that showed off our chapter's mission. |
| **Need(s) Addressed? Please be specific.** | Engagement, to show to other chapter leaders our chapter's accomplishments, member and volunteer recognition, inspire chapter participation. |
| **What is your chapter's mission?** | Our chapter's mission is to foster a collaborative community, sharing knowledge and resources to achieve greater effectiveness. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | The video shows us practicing our mission - in action. It covered our variety of programming, our power of community and relationship, it shows membership growth and Chapter Health dashboard, our measures of success as a chapter. We focused on one of our values - local, global balance. Another one of our values incorporated in the video is our spirit of continuous improvement. After every event we did a review of what worked and what we wanted to improve and as a result we got better after every event and this video shows that. |
| **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.** | This video will be used to market the value of membership in a chapter so it could also be used as a national membership marketing tool. It really spurs the desire to be involved. There are lots of examples of how being a national member benefits members and how the mission resonates with everyone. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our current members to recognized their contributions and potential members to help them understand the benefits of getting involved. |
| **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)** | I used my mac and imovie software. Three people on the board assisted with editing and contributed ideas. |
| **How did you implement: (please give a brief description)** | This was viewed at our year-end celebration recently and we intend to post it and continue to expose our target audience to our chapter's value. |
| **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.)** | We have gotten many requests from other chapters via CLC to have access to this so they could create their own. Our chapter is excited to use this as a marketing tool. When we all viewed it, there were lots of smiles, cheers and some tears; it really touched people. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Collect your chapter's artifacts throughout the year so you have resources to inform your content and to organize it. Think about your messaging - what do you want your audience to see and feel while viewing this? From doing this I have been asked to do a similar - smaller project at my job so the benefit to me was to be seen as an experience producer. |
| **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.):** | Time, energy and the boards' efforts were the only resources. I used imovie as my software resource. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | multiple ATD touch points |
| **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=eyJzIjoiQnNhTlA4NDlyb25yWTRTU2dPdnRhdjlONDZVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjUyMWU0ZTNlOTg4MzQzOTA5MzAwNjAzMzI1ODAxY2UwXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |