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Sharing Our Success (SOS) Submission Form

Chapter Name:	Southeastern Wisconsin
Chapter Membership Size:	Large (300+)
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Chapter Board Position:	VP Marketing and Communications
Chapter Website URL:	https://sewi-atd.org/
Submission Title:	Strategic Partnership: Leveraging a Thought Leader to Build Cross-Sector Workforce Development Impact
What did you do? (a 2-3 sentence summary of your effort):	A compelling opportunity for collaboration emerged when a speaker's expertise aligned with two organizations' missions-SEWI-ATD's programming needs and the MKE Tech Hub Coalition's goal to grow Milwaukee's tech talent. Both organizations co-hosted a series of events, positioning them as collaborative leaders in the region's workforce development efforts. The partnership transformed what could have been a single speaking engagement into a multi-event series that amplified impact for both organizations.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Non-Chapter Members <input type="checkbox"/> Other: Milwaukee's Tech Community, MKE Tech Hub Coalition Members, Milwaukee Region Industry Executives

Why did you do it? What chapter needs were addressed?

It started with a desire to bring in a high-caliber globally recognized thought leader for our signature annual event Talent Development Forum. We identified a possible speaker but had the problem of paying the speaker's fee.

Our VP of Marketing realized we could strategically align our Talent Development Forum with another organization that could cover the fee.

We identified Kelly Palmer-former Chief Learning Officer at LinkedIn and author of The Expertise Economy-as an ideal speaker for SEWI-ATD. The VP of Marketing recognized that Kelly's tech sector talent development expertise aligned perfectly with the MKE Tech Hub Coalition's mission as well-a local non-profit working to grow tech talent in the Milwaukee region. This natural synergy created an opportunity for strategic collaboration.

This resulted in a 3-event series:

1. MKE Tech Hub Member Event-Kelly spoke in regards to upskilling mid-career tech talent. Attendees generated mid-career tech talent personas and crafted opportunity statements around their upskilling journey.
2. SEWI-ATD Talent Development Forum-Kelly spoke about the future of work and learning. Summaries of what was created at the MKE Tech meeting were shared and attendees brainstormed unique ideas for upskilling programs, support, partnerships, and more.
3. Executive Roundtable-Kelly spoke, shared her observations, engaged in discussion, and provided recommendations. Attendees were presented with what was heard and learned from the prior two meetings.

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.)

Data that will inform workforce development in our region and the future of tech workforce in Milwaukee (*data document attached)

New partnership and recognition in our region at the tech and executive level.

Opportunities for Learning and Development Professionals to be part of cross-sector impact on our region's workforce development.

Strong positioning of SEWI-ATD as a strategic resource and champion for upskilling tech talent in our region.

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

1. The entire SEWI-ATD Board was included in discussions about our signature event, the Talent Development Forum, and the desire to change the format of the event and bring in next-level speakers.
2. We reached out to Kelly Palmer, former Chief Learning Officer of LinkedIn, to see if she would be willing to speak at our event unpaid (because we don't hire paid speakers) if we could find a paid speaking engagement for her in Milwaukee around the same time-she agreed.
3. A search was initiated for a paid speaking engagement by reaching out to local professional and media organizations that host events (Biz Times Media, Tempo Milwaukee, Vistage), none of which panned out. Upon thinking about this further and connecting dots from previous conversations, we realized that the MKE Tech Hub Coalition may be the perfect fit for Kelly's insights and expertise, who has spent a majority of her career in tech and upskilling talent through learning solutions.

Is there anything you would do differently?

The events should feature more equal representation from both co-hosting organizations. To present a united front and influence workforce development in Milwaukee, going forward the partnership needs stronger visible representation.

When did you start working on this effort?

Feb 03, 2025

When did this effort go live?

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

Oct 23, 2025

45

What resources did you use? Check all that apply:

Chapter funds
Sponsorships/Partnerships
Volunteers
Board Members

How much money was spent?

SEWI-ATD paid \$1700 for Speaker Travel/Lodging. MKE Tech Hub Coalition paid Kelly Palmer's Speaker Fee (\$10,000)

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	Because of the alignment with MKE Tech Hub Coalition's mission and strategic initiatives for tech workforce development in Milwaukee, they saw this collaboration as a significant opportunity and agreed to provide the speaker's fee (\$10,000) if we covered travel and lodging expense (\$1700)..
How many volunteers were you able to recruit?	SEWI-ATD Volunteers (including board members) helped at The Talent Development Forum event. The MKE Tech Hub Coalition Executive Director facilitated a portion of the exercises at our event and his team worked to compile all the data between the first two events to be brought to the 3rd event.
Which board positions were involved in the effort?	All board positions were involved at some level - although our VPs of Professional Development, President Team, and VP of Marketing were the primary drivers of the initiative
Do you have any additional insights to share with other chapters implementing this effort?	<p>KEY Takeaways:</p> <ol style="list-style-type: none"> 1. A short-term solution to a need to fill a speaker spot turned into a sustainable partnership that will have real-world impact on talent development in Milwaukee 2. The alignment of MKE Tech Hub and SEWI-ATD creates a powerful front, engaging to meet the demands of the future of work.
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/18906531763
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader
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
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