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| **Chapter Name** | Dallas |
| **Chapter Number (ex. CH0000)** | CH4017 |
| **Chapter Location (City, State)** | Dallas, Texas |
| **Chapter Membership Size** | Large (350+) |
| **Contact Person for this Submission:** | Mike Thompson |
| **Email Address:** | [mike.thompson@sviworld.com](mailto:mike.thompson@sviworld.com) |
| **Phone Number:** | (469) - 265 - 2520 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://tddallas.org](http://enotification.td.org/track/click/30530608/tddallas.org?p=eyJzIjoiS1hjWUJSOGcwa0Rwc0dQWHFVRGVTUWtDYXJZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRkYWxsYXMub3JnXCIsXCJpZFwiOlwiYzFjZTE0NjI4NThiNDcwN2JmZDAyN2MxM2JjZWQ1ZWVcIixcInVybF9pZHNcIjpbXCI1NjE2NzAxMDhlZTQxMTgzYTFjN2E3YjBkZjk0NmE3ZmM3MzMxNTQ2XCJdfSJ9) |
| **Submission Title:** | Strategic Planning and Implementation for Chapters |
| **Submission Description:** | Transcribed by L. Goodpaster, CRC members via SOS interview  How Dallas took a strategic approach to restructuring and implementing a new model of their leadership, board, and chapter to increase engagement both within the chapter and with corporations, and increase membership and revenue |
| **Need(s) Addressed? Please be specific.** | It was determined that the old model/structure of how the chapter was managed was ineffective and strategic changes needed to be made. There was a struggle to get volunteers and specifically volunteers they did have were overworked. They wanted to ensure that the quality of volunteers and speakers were elevated. They did not want to race to find someone to speak at chapter events without intentional thought to the programs. Membership was getting bored and they would get speakers last minute that did not align with what they were trying to accomplish (just to ensure there was a program available). They were not looking to reinvent but take the framework of what National ATD has out there and execute it at the local level in a better and more efficient and effective way. They also felt that leadership in the field needed more of a platform to be recognized for their programs, best practices and corporate efforts. |
| **What is your chapter's mission?** | ATD Dallas will be the driving force behind helping Dallas become the capital of the world for talent development. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort moves the chapter forward in ensuring that they are aligning with and engaging with corporations, being intentional about producing quality programs for members and corporations in the talent development field. |
| **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.** | During the strategic planning process, they used the framework of being consistent, producing quality programs and leaders as well as having credibility in the field. They structured this directly around various pillars of ATD competencies. Thirteen total under four core principles of organizational development, talent management, innovation learning solutions and managing learning programs and teams. They set up each quarter of a year to align with these four principles and the structure of their programs for the quarter were built around these. They also had an annual gala event to give award (Axis awards) for people/corporations that were leaders in best practices and programs within these pillars. The winners of each of these were then tapped for their knowledge, resources and programs to become presenters related to their area of expertise for each of the competencies and pillars they set each chapter for the quarter. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Membership, Corporations/Community |
| **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)** | The resources used were volunteer hours of board members. |
| **How did you implement: (please give a brief description)** | The current President, when asked to be President first asked for it to be a 2-year term. The 2-year term would be required of each board member. This is with the idea that it will take time to restructure and work through the shift in processes/culture. As President Elect he reached out to corporations to find out their needs/wants, assessed the value they felt they were getting from ATD Dallas. They sought after strategic thinkers in the field to be a part of the board as they knew the process started there to be able to elevate the board. Those they met with they gave them the full vision of how they saw ATD Dallas both as a chapter an as a influencer in the field. They wanted to ensure decision making power within the board that also had corporate influence. The then President Elect started this process in May/June of 2015 and they were ready with a new board and to start the new model the newly aligned competencies 1/1/16. |
| **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.)** | Set a record of more than 400 at events (previous average was 180), growth in membership and revenue for the chapter, increased corporation participation and engagement. Sponsorship had increased from less than 12 to up to 22. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Keep things simple when you can. Things can grow in complexity, but keep it in check. |
| **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 competencies. |
| **If you selected "other", please explain your response.** | ICE |
| **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=eyJzIjoid1NSV2xzWWRjdFEyN2M0SGJtTFFodjlUa2JZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImMxY2UxNDYyODU4YjQ3MDdiZmQwMjdjMTNiY2VkNWVlXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |