**Links:**

* National Advisors for Chapters (NAC) - <https://www.td.org/chapters/clc/nac>
* Webinar recordings - <https://www.td.org/chapters/clc/atd-chapter-webinars>
* CARE Resources – <https://www.td.org/chapters/clc/care>
* CARE Foundational Element Matrix - <https://assets.td.org/m/48331ee74d3de14d/original/CHAP-CARE-Resource-CARE-Element-Matrix-Foundational-JL-10-29-24-PDF.pdf>
* SOS site - <https://www.td.org/chapters/clc/sos>
* SOS – Professional Development - <https://www.td.org/chapters/clc/sos/professional-development>
* Chapter Toolkits - <https://www.td.org/chapters/clc/toolkits>
* Chapter Webinar Recordings - <https://www.td.org/chapters/clc/atd-chapter-webinars>
* <https://www.td.org/content/video/leader-connection-hour-easy-quick-programming-ideas-to-engage-your-members>
* CLC - <https://www.td.org/chapters/clc>

**Upcoming Webinars:**

* Register for upcoming role-based onboarding - <https://www.td.org/clc/chapter-webinars>
  + Membership: Friday, November 1
  + Diversity, Equity, Inclusion, and Belonging (DEIB): Wednesday, November 6

If you have a chapter member who is interested in serving, invite them to attend to hear more about each role or just the role that they're interested in!

* [ATD Chapter Services CARE Office Hours](https://urldefense.com/v3/__https:/atd-web-git-master-tdorg.vercel.app/clc/chapter-webinars__;!!OekYeeAJtX8!lmilehHkjdy0SnxrTvN6U9SilmRqYe5yZvhHlW4Nqaq0VnQq2OX4jbVmdXx-PE-5hG2JnlnAl4S45LeX0QOgzbdc_Q$) to ask questions

**Q&A:**

What advice would you give to new program volunteers on planning and executing successful events?

* Jump in and learn as much as you can!
* Tap into the resources provided by ATD
* Collaboration!
* Utilize the resources within your own community and chapter – utilize committee members!
* No one knows the details so pivot as needed!
* Don’t be afraid to try new things!
* Know your audience
* Be willing to expand beyond what we currently do – take a look at the trades, and look to partner with the trades & trade schools

What were your most popular or successful programs, and what made them unique?

* Depth of Planning and consistency in which the events happen
* Large Learning Conference - Full Day Conference – 275 individuals – Key Note, Break out Sessions, Round Tables, Networking. Start the programming process in August for the February Conference
* Timing is SO important for these events
* Our registration just went live today in case anyone is wanting to see what that looks like <https://www.atdiowa.org/Professional-Development-Day-2025>the topics this year are centered around data driven decision making and upskillin
* Most popular events bring together EVERYONE members, non-members, experts in the field, sponsors.
* Partner with local non-profit for an event.
* Love the idea for partnerships. I think that’s a must for programming strategy!
* I think Ballroom dancing event would be fun.
* We have partnered with other ATD Chapters as well to create collaborative events. Partnerships are critical.
* Find unique local organizations to host and partner with – partnered with a local comedy group
* Plus, many of those partnerships count for CARE programming for both chapters!
* NYC’s mini-conference was a 4-day long Hybrid conference – 2 days virtual and 2 days in-person. With 16 volunteers. We hold this during Employee Learning Week.
* Use data! What are the needs and gather feedback - how many registrants are returning?
* collecting data should NOT be an afterthought - it should be part of the planning process from the very beginning
* You need to determine how you will evaluate the program at the beginning, throughout the planning process.

How did you ensure that your programs aligned with the needs and interests of the membership?

* We try to align our programs to the TD Capabilities. Does your membership base think in terms of those TD Capabilities? Or do you backwards engineer that alignment?
* Be consistent with programs/events and enlist feedback for every event to discuss at board meetings!
* Ask for feedback and use it!
* At our 1-day conferences, I got up at the end and flat-out asked for feedback. We put up the QR code and I told everyone that as L&D professionals, we all know how important feedback is for "doing better" and that we wanted to hear the good, the bad, the "I wish we had \_\_\_\_". We got more feedback and more importantly, more DETAILED feedback because I asked for it. I think I also used the phrase, "We can't do better if we don't know we could have" (i.e "can't fix something if we don't know that it's broke" kind of mentality)
* Great point on industry trends. That is how we select our keynote topic for our conference and it generates interest BECAUSE we are in tune with the times. Awesome point.
* Leverage industry trends. What are the topics being talked about in the industry and marketplace and include them in programming.
* One thing we are tuning into is our region and the members work and career prospects. Some regions may have more individuals seeking versus thriving in a role so we are looking at the trends in employment and career readiness as well.
* People want to network and socialize! Give the people what they want!

What is your vision for the chapter's programs and events?

* Moving from virtual to in-person programming to support networking. Each of our programs will devote some time to a networking activity.
* Do we have special program/scholarships for High school or College student? YES! If your chapter doesn’t have one, create one!
* We have a large population of manufacturing and agricultural companies in Des Moines and starting to engage them was one of the best ideas we had. They are eager to collaborate.
* I think in-person events offer tremendous value, especially with so many people working remotely now. They’re a great way, connect face-to-face, and build stronger relationships. That said, with some chapters being spread out, virtual programs can also be beneficial, providing access to a broader audience. For groups that host virtual events, especially with a focus on networking, what strategies have you found effective for fostering real connections and engagement?
* I know that one direction our board wants to take has to do with intake of member profiles. When members sign up, are we asking the right questions and supplying the right fields to inform us of our members.
* Another suggestion I have is to collaborate with other chapters near you. We have connected with Twin Cities, Omaha, Hawkeye, and Kansas City just to compare ideas and have led to some ideas on how we can provide value to one another's chapters.
* That's encouraging. I was slightly hesitant to bring it up. I'm glad to hear that it has been successfully executed.

What are your strategies for evaluating the effectiveness of your programs and making necessary adjustments?

* We do survey our attendees, but so few respond.
* and even if it doesn't go over perfectly, you gave it the try and made a valiant attempt.
* Surveys and 1:1 qualitative feedback from board members, members themselves, etc.
* Discussion around “The Bystander Effect” and how that plays into getting attendees to provide feedback. It helps to tell a larger story about effectiveness.
* Storytelling is so awesome as a tool.
* I am appreciating the way in which chapters are diving it up. The term "programming" means different things to different chapters and it's important for the chapter to define it well so expectations can be met.
* if you have questions after this session feel free to connect with me and send a message to me on LinkedIn! Happy to help you: https://www.linkedin.com/in/colemhorton/

How do you go about getting good speakers?

* FL Suncoast took the list of all the speakers from that year’s ATD ICE, went through it top to bottom to identify every speaker that was kind of local ish to us or at least in our state, then reached out to them to be a speaker. We had a 90% success rate which was incredible. I think we only paid for one speaker (our of 10).
* LinkedIn is SO Important and a great Segway to potential speakers
* We have paid for 0 speakers this year, and we have high caliber speakers (VP of Learning of Duolingo, VP of Talent for Expedia… ect…)
* Another option is to take a look at the authors in the ATD Handbook for Talent & Dev't
* Yet another suggestion is this: sign up for newsletters from other chapters to piggyback and get ideas

Will the Speakers Bureau be updated and available for use?

It is being refreshed and should be available in the next few months. Look for more details in the LCN in February-ish.

Does anyone know where can I find today’s recording & slides?

Chapter Recordings - <https://www.td.org/chapters/clc/atd-chapter-webinars>

**Connections:**

Cole Horton, https://www.linkedin.com/in/colemhorton/