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| **Chapter Name**  | ATD Detroit |
| **Chapter Number (ex. CH0000)**  | CH5014 |
| **Chapter Location (City, State)**  | Detroit, MI  |
| **Chapter Membership Size**  | Medium (100 - 299) |
| **Contact Person for this Submission:**  | Dr. Esther Jackson |
| **Email Address:**  | estherljackson@hotmail.com |
| **Phone Number:**  | (313) - 949 - 2499 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [http://www.detroitatd.org](http://enotification.td.org/track/click/30530608/www.detroitatd.org?p=eyJzIjoiUEtDS3Z2UE5iX0tqVzJDcU5BRDFWSHZra0ZNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmRldHJvaXRhdGQub3JnXCIsXCJpZFwiOlwiMTAyZWMwYTYxZGUyNDVmMWJkODJhOTM3MzQxYjQ0OTZcIixcInVybF9pZHNcIjpbXCI2NDI2ZjdhMTU5NTRjMmIwZGJhMzIyNGUzNzhiMzI2YWY3YmI3NDgwXCJdfSJ9) |
| **Submission Title:**  | ATD Chapter Partnering with Professional Associations |
| **Submission Description:**  | This submission explains ATD Detroit's approach to partnering with local ATD chapters and other professional associations such as Detroit SHRM, ISPI-Michigan, and NAAAHR-State of Michigan. The submission includes a sample of the marketing partnership with Detroit SHRM. There is an example of ATD Detroit's presentation which includes our partner events. There is a sample of an email communication sent out by Detroit SHRM to promote our events and a sample of another local ATD chapter's webpage promoting ATD Detroit events. |
| **Need(s) Addressed? Please be specific.**  | 1) Expand the reach for our target audience and marketing of our events in other forums 2) Work with fellow ATD chapters as partners with mutual interests3) Form partnerships with other professional associations with common interests for marketing and collaboration4) Create promotions and establish discounted rates to provide incentives for members of partnering associations to participate in our events5) Take advantage of opportunities that become available when we view similar professional associations as potential partners rather than competition6) Gain ideas, insight to new approaches for our own chapter, great relationships when we collaborate, team up, exchange, assist, and support other chapters7) Connect with the other partnering association leaders to exchange ideas, share resources, collaborate, and inform each other of dates for events/initiatives8) Stronger social media presence with the help of our partners |
| **What is your chapter's mission?**  | To promote the growth of workplace learning and performance by providing members with professional development opportunities, targeted services, and relevant events that impact business goals. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | This effort allowed ATD Detroit to share more opportunities and a larger variety of workplace learning and performance efforts. We also gleaned ideas for types of events and services to include in our program offerings. As a result of the partnering, we have been able to plan for better events that are relevant and targeted since we have more resources from the partnerships. An example is the partnering we did with A2ATD to host an upcoming webinar with a resource they provided at no charge for an authoring tool. We have been able to reach a larger market of potential members and organizations in promotion of our events and initiatives. There are HR, learning professionals, leaders, and other relevant roles that attend the Detroit SHRM, ISPI-Michigan, and NAAAHR-State of Michigan events along with receiving their email communications. Since a couple of our partnering organizations include our events and initiatives in their email communications, individuals who were not aware or exposed to ATD Detroit can become informed. |
| **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 partnering initiative with other professional associations is reflective of much of the intent behind ATD’s name change in 2015. The broadening scope of talent development roles should drive greater partnering among work areas in organizations and we highlight this often in training and HR. With this in mind, it should translate equally to the partnering that can happen among the professional associations that are representative of these roles in the workplace. The partnerships expand the market reach for promoting opportunities that help empower professionals to develop talent. Individuals in other associations learn about the roles of talent development professionals that may also be within their organizations and the benefits of sharing our chapter info with them which I have specifically been told from multiple persons. Individuals I have met at our chapter meetings have actually stated that they heard about us through Detroit SHRM or ISPI-Michigan and recommended our events or membership to persons in their learning department at work. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Members and guests of ATD Detroit events; Members and guests of Detroit SHRM events; Members and guests of ISPI-Michigan events; Members and guests of NAAAHR-State of Michigan events; Potential corporate members, organizations with need for talent development resources, and students interested in talent development; Individuals in career transition and headed into talent development have also benefited when they are affiliated with the partner association and find out about ATD Detroit programs and resources. |
| **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)**  | Meetings between the Chapter President and partnering association Presidents are planned in some instances at coffee shops (no cost outside of refreshments) or unplanned when they take place at an event (event registration cost but this is not expensed to the chapter). The Chapter President attends 2-4 partner events each month although this is not a part of the agreement. It serves the purpose of professional development and networking in addition to staying current with what’s happening in our partnering associations. The Chapter President spends 1-2 hours gathering the current partner events’ info for the looping slideshow to be displayed at the next chapter event. The VP Marketing and/or Member-at-Large spend 2-3 hours requesting and providing partner event info for cross promotions along with formatting it for chapter email communications and the website when applicable. |
| **How did you implement: (please give a brief description)**  | The partnering agreements with the cross promotions were not executed consistently with all partners as some were not interested in anything formal so a simple email agreement was sufficient. One or two partners wanted to establish a written agreement that outlined the arrangements (type of communication, submission timeframe, frequency). For most of the partnerships, the ATD Detroit President met with the President of the partnering association and established agreement for what would be done in the partnership. For one of the partnerships, the ATD Detroit VP Marketing and Member-at-Large coordinated the agreement. Next, the ATD Detroit Board determined which events would be submitted for cross promotion with the partner(s) that had a specified number of events identified in the agreement. Some partners agreed to promote everything we share with them and we do likewise, provided the event or effort aligns with our vision and mission and does not conflict with any of our events. An established list was prepared with a schedule of when the information needed to be provided to the partner.For upcoming partner events, a board member forwards information for the next chapter event to the partner for inclusion in their slideshow and communications at the event and in their social media. |
| **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 had 10%-20% attendees from the partner entities at our events since implementation of the agreement and they have attended as a result the cross-promotions. We were able to determine this from questions asked during registration along with individuals informing us when we meet the new folks at our events. We recruited a board member as a result of the partnering. Chapter members and guests have expressed their appreciation for receiving information about our partners' events and the applicable membership discounts we honor. We obtained resources for holding a chapter event at no charge which means a savings of about $500 and another resource for a chapter event with a company tour at no charge. Guests from our partner associations have shared with me personally stating that they were not familiar with ATD and they love what we are doing. I have seen these multiple individuals return to our events. It is great to hear chapter members and guests remark that they were surprised to see a promo about our events from another association and they love it.Overall, we have expanded our marketing base and ATD awareness significantly since all of our partners do three or more of the following:• Include ATD Detroit events/initiatives in the slideshow at their event• Share ATD Detroit events/initiatives on their social media• Send a dedicated email about ATD Detroit events/initiatives to their contacts• Allow ATD Detroit to distribute flyers at partner events if ATD Detroit provides them• Give ATD Detroit’s Chapter President speaking time (not from the podium) to greet the audience at the partner event to invite the audience to an upcoming ATD Detroit event• Provide their partner event info to ATD Detroit to be included in emails to chapter members, announcement flyers, and the looping slideshow at ATD Detroit events• Meet with ATD Detroit’s President for collaboration• Offer discounted registration for some partner events |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | \* Learn about local professional associations and other organizations that may share your chapter’s interests, resources, potential members, and target audience\* Determine if the brand, vision, mission, and goals of the potential partner align with ATD and your chapter’s\* Consider what is mutually beneficial to your chapter and the potential partner prior to initiating discussion\* Be willing to negotiate within reason and in accordance with your by-laws and other applicable policies/arrangements\* Involve multiple board members if not the whole board in reviewing the partnership agreement\* Consult with board members and chapter members for suggestions on organizations to consider for partnering\* Find out if the partnering resources are interested in sharing resources (sponsors, venues, contacts for special services, etc)\* Ensure discussions and agreements are being conducted with and by those individuals empowered and authorized to represent the partnering association/organization\* Be willing to implement something on a trial basis or a temporary evaluation period\* Determine your evaluation criteria and success factors (cost savings on resources, membership impact, program/event attendance, etc) |
| **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.):**  | The resources applicable to this effort were the chapter by-laws, Chapter President, VP Marketing, Member-at-Large, and the ATD Style Guide. |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Kylie Malloy,** kmalloy@td.org**)**  |  [A2ATD Website (Jun 2019).png](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoidGtMYVhVYUlGREdQLVozZG1Nc2FJYzhnVlhNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVFltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIxMDJlYzBhNjFkZTI0NWYxYmQ4MmE5MzczNDFiNDQ5NlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [DSHRM Event Cross-Marketing Program.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiUHhsMGlwQktFVE9fWVNEREVlc0JwOF9hRGhnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVFltWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCIxMDJlYzBhNjFkZTI0NWYxYmQ4MmE5MzczNDFiNDQ5NlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Saw or heard of SOS on an area call with my NAC |
| **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=eyJzIjoidmliVmp1bUNXVU13Yzh5a1NsNFd1QXpGdzBRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjEwMmVjMGE2MWRlMjQ1ZjFiZDgyYTkzNzM0MWI0NDk2XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |