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| **Chapter Name** | Long Island Chpater |
| **Chapter Number (ex. CH0000)** | CH1079 |
| **Chapter Location (City, State)** | East Rockaway, NY |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Stephanie Burke |
| **Email Address:** | [atdlimembership@gmail.com](mailto:atdlimembership@gmail.com) |
| **Phone Number:** | (631) - 601 - 6923 |
| **Chapter Board Position:** | VP of Membership |
| **Chapter Website URL:** | [http://www.li.astd.org/](http://enotification.td.org/track/click/30530608/www.li.astd.org?p=eyJzIjoiVGVXa3lNRTEwSWZCRExBUjlPZU9yWUJjSjFzIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmxpLmFzdGQub3JnXFxcL1wiLFwiaWRcIjpcImZkYTNlNThiMjc2NzQ3MmNiZmI0ZWU2ODg2MzEwNWEzXCIsXCJ1cmxfaWRzXCI6W1wiYmE4ZmRlNmU2M2RmMWEyZjdkODE1MjBmMGEyY2RkNTU2ZDFlM2I5MVwiXX0ifQ) |
| **Submission Title:** | Participated in Long Island SHRM Conference and Exhibition |
| **Submission Description:** | \*Transcribed by CRC member L.Goodpaster via phone interview  The Long Island Chapter attended the local SHRM conference and participated in the exhibition. |
| **Need(s) Addressed? Please be specific.** | The goals were to increase membership and through participating in this large conference( of 750+ attendees) to obtain visibility and awareness of their chapter. |
| **What is your chapter's mission?** | We are an established professional network that connects the Long Island talent development community to enhance career growth through quality resources and programming. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This aligns with the mission as by staying connected within the community and participating in these types of conference/expos we can ensure that members and potential members know who we are and what value we bring. It helped get the word out about the chapter. |
| **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.** | Same as alignment with the chapter's mission. The more visibility ATD and the chapter has, the more connected they are with the talent development community. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The chapter, potential members particularly that are affiliated with the SHRM 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)** | Chapter finances were used for getting a table at the expo and a banner to have. The banner is reusable at other events. They had handouts that were provided by national ATD as well as they had the booth and a wine basket for a raffle. They spent approximately $750 total. Financially they had a good ROI and was worth the investment. They also provided 3 volunteers to work the table throughout the day at approximately 8 hours each. |
| **How did you implement: (please give a brief description)** | They contacted the SHRM organizers to participate. Contacted national ATD for the handouts that were provided and ordered the supplies( banner/basket). |
| **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.)** | The biggest outcome they found was more visibility and awareness of who they are and what they do. This has translated in more attendance at their events which they hope in turn will also increase their overall membership. They also received a lot of good feedback from attendees. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | One thing they would probably do in the future is find out more information from their new members or event attendees if they heard about them from the conference. Whether this was in the registration form or a pop up on the home page. They feel they could have probably collected this information better to monitor more specific impact from attending.  They also feel they could have had more handouts/collateral from national ATD and the local chapter. They ran out as they didn't anticipate the numbers they had.  Another thought they had was to provide a speaker form that could be completed at their table if someone was interested in speaking at an event.   They also thought maybe having ATD business cards to handout would have been better. They collected many business cards and though handing out ATD specific ones may have more brand recognition. |
| **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 national provided handouts for the table. They also had Long Island chapter specific handouts with information such as membership, fees, events etc. |
| **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=eyJzIjoiV2hXZ2pRSHkzSkVrVVp4SURmMTk2LXdhRXdJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImZkYTNlNThiMjc2NzQ3MmNiZmI0ZWU2ODg2MzEwNWEzXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |