**~~~~SOS Submission: February Event, Drink & Draw  
SOS Title:** Drink & Draw

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| **Submission Date: 4/30/14** **Chapter Name: Rocky Mountain Chapter**  **Chapter ID: CH6046** **Chapter Location: Denver, CO** **Chapter Membership Size: Medium** | **Contact for this Submission: Michele Padilla** **Email Address: mpadilla@astd.org** **Phone Number: 720-939-7182**  **Chapter Title: President-Elect** **Chapter Website URL: www.astdrmc.org** |
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*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:**

Drink and Draw is unique program that highlights visual note taking or graphical illustration. Drawing is an activity that many people shy away from and limit themselves because they have the opinion that they “can’t draw.” However, with this educational program, participants will learn how to graphically “map” discussions on the spot, providing a visual, memorable summary. The artwork is used for visioning, strategic planning and as an historical record of an event. The map becomes a communication tool for leaders to share their vision and roadmap for the future. This picture communication method is very effective for engaging the audience, as most of them are visual learners. This program satisfies learners who are both inclined to learning visually, kinesthetically, as well as auditory with verbal step-by-step directions given during the program. Providing a happy hour, relaxed environment allows participants who may be more introverted or self-conscious of their artistic ability to relax, and lower inhibitions and have fun with learning because the facilitator levels the playing – or “drawing” field for all participants.

**Need(s) Addressed (please be specific):**

This program addressed the needs of increasing program attendance and providing new and innovative programs to our members.

**What is your chapter’s mission?**

Develop Leaders in Learning and Organizational Performance through a thriving community of leaders in training and development that engages, inspires, and connects professional members and volunteers to promote best practices in our industry.

**How does this effort align with your chapter mission (Please provide specific examples)?**

This is the second year that our chapter has hosted the Drink & Draw program with Kriss Wittmann of Wittmann Studios. Since this program is so unique and focused on an under-utilized skill, it provides a fresh and new way to take notes that is engaging, simple, and activity based. This aligns with our mission to develop learning leaders and foster a thriving community. Facilitators learn a new way to engage learners with a fresh, new visual approach. In addition, we have networking time built into the event, and participants can look at each other’s work and encourage each other. Furthermore, we had 16 new members since the successful Drink & Draw event, proving to attendees that our ASTD chapter has exciting and engaging learning events.

**\*ASTD National Mission:** ***Empower professionals to develop knowledge & skills successfully.\****

**How does this effort align with ASTD's mission (Please provide specific examples)?**

This distinctive program allows professionals to successfully develop knowledge and skills through specific directions, demonstration, and skill practice led by the facilitator, Kriss Wittmann. Not only does each participant have their own paper and markers to use during skill practice time, but participants also have “cheat sheets” with step by step illustrations showing how to draw various scenarios or items. Our facilitator, Kriss Wittmann also walks through the room providing guidance and answering questions for participants. For many participants, graphical illustration is a new skill and new knowledge they are acquiring and implementing in their line of work.

**Target Audience (Who will benefit/has benefited?):**

With the Drink & Draw program, all members can benefit from this program. Whether individuals volunteer to be scribes or they are designated note takers in their respective jobs, using graphical illustration elevates their skill and knowledge level while engaging other employees during meetings. Moreover, facilitators can create an easy way to take notes in a brainstorming activity during training, again, creating engagement and excitement for the activity rather than simply listing or using a tree to branch out ideas. Whether a member is new to the learning and development industry or a member is an experienced professional, graphical illustration is exciting and easy to implement in any role. Furthermore, the step-by-step directions and experience during this program allow participants to lower their inhibitions about drawing as the focus is not on how great a person can draw, but how well they listen and interpret what is being discussed in a graphical form.

**Costs/Resource 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.)*

Since this is the second year that our chapter has hosted Drink & Draw, our presenter, Kriss Wittmann was happy to present for our chapter once again. Our Vice President of Professional Development has an existing relationship with our presenter and contacted Ms. Wittmann’s studio to request her expertise again this year. Ms. Wittmann is kind of enough to volunteer her time to our members for her presentation.

The venue that we chose for Drink & Draw was a local restaurant that has been a neighborhood favorite for decades. There was no cost to use their private room, our chapter was only responsible for beverages and food. The total cost for food and beverage was: $475.20.

The supplies that were used for this event was flip chart paper, legal paper, and markers. The chapter purchased these supplies in the amount of $92.50.

The volunteer hours break down as the following:

VP of Volunteers: 1 hour

1 Volunteer for check in table: 2 hours

VP of Membership: 4 hours

VP of Professional Development: 4 hours

President: 2.5 hours

**How did you implement?** *(Please give a brief description.)*

The implementation of this program is very easy. After contacting our presenter and agreeing to a date and time, the VP of Professional Development gathers the speaker’s biography, photo, and program description and key objectives. This information is passed along to our VPs of Technology and Communication to begin publicizing the event. We begin publicizing the event approximately 6 weeks prior to the event date.

Our VP of Professional Development coordinates with the VPs of Volunteers, Membership, and the President to ensure that volunteers are in place for registration and to execute an ice breaker, if applicable. Furthermore, the VP of Membership speaks briefly about the benefits of joining our chapter.

The President of the chapter welcomes all attendees and recognizes the board members in attendance. The VP of Professional Development introduces the presenter and encourages the use of Twitter and Facebook during the program. Additionally, a brief overview of upcoming events is given to the attendees and they are encouraged to register for these events.

Lastly, a survey regarding the event is sent to the attendees.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

Our overall revenue was $750.00 and the Rocky Mountain Chapter made a profit of $181.90.

We had 35 participants for Drink & Draw. Out of that number, 18 were ASTD members and 17 participants were non-members or guests. We saw an increase of 16 new members from February 20, 2014 through March 31, 2014. The survey responses were overwhelmingly positive with 58% of respondents responding “excellent” and 79% of respondents indicating they would attend another ASTD-RMC event. Some of the comments respondents left on the survey are as follows:

*“High energy, great location/food, lots of fun”*

*“Well organized, fun, engaging.”*

*“Really unique idea for an event.”*

*“The creative element is the key to tap into...corporate life feels so dry and traditional, so these types of new ideas to communicate creatively are very cool.”*

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

Since Drink & Draw is such a popular event, it is important to have a venue that is large enough to accommodate 30 plus people.

There are two ways to execute the event and the chapter has done this both ways.

1. Each participant uses flip chart paper that is hung on walls around the room. Ensure that there is adequate wall space and the walls are smooth and not textured for easy drawing.

2. Make sure that markers do not bleed through the paper onto the walls.

OR

1. Each participant is seated at a table and uses legal paper and markers to draw.

2. Make sure markers do not bleed through paper onto tables.

3. Be aware that if using this method, there is a strong possibility of food and/or beverages being spilled onto the paper.

Food: Finger food or casual food should be served.

Beverages: If the venue is a restaurant, take advantage of happy hour prices by offering beer, wine, or well drinks along with non-alcoholic beverages.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc):**

The board members were significant resources in order to properly execute this event. The chapter has a good relationship with the facilitator, Kriss Wittmann. Furthermore, we had eight (8) board members in attendance to show support of our program and our chapter. We also used our mission to help guide us in choosing the Drink & Draw program so that it will benefit as many members as possible, and entice non-members to join our organization.

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ASTD National website
* Other

***Please email completed forms to*** [***SOS@astd.org***](mailto:SOS@astd.org) ***along with any supporting documents.***

**1-7-14**