Sharing Our Success (SOS) Submission Form

Chapter Name:	San Antonio
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Larnzell Harper
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Chapter Board Position:	President
Chapter Website URL:	https://www.tdsanantonio.org/
Submission Title:	Discover the Impact: Aligning Learning Conferences with Community Needs
What did you do? (a 2-3 sentence summary of your effort):	The President of ATD San Antonio Chapter, Larnzell Harper, Jr. reached out to President Elect, Vanessa Vasquez, VP Special Events, Linda Salazar, VP Finance, Samuel Caballero, and VP Community Development, Lisa 'Lese' Carter for best practices of our annual Learning and Performance Summit - LEAPS. ATD San Antonio focused on updates to align the conference with the ATD Talent Development Capacity Model and community needs. Larnzell Harper documented each best practice and its alignment with Building Personal Capability, Impacting Organizational Capacity, and Developing Professional Capability.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Volunteers Chapter Sponsors Chapter Partners Potential Chapter Members Non-Chapter Members Consultants

Why did you do it? What chapter needs were addressed?	ATD San Antonio supports talent development through local networks attending LEAPS. Our learning conference lays the groundwork for building local talent development pipelines to address future workplace challenges. ATD San Antonio intentionally aimed our focus towards cultural awareness and inclusion during our 2024 conference. We wanted to increase attendance, revenue, and sponsorships, while addressing the need for culture of empathy, respect, and understanding. We believe our focus benefits our chapter, organization, members, sponsors, and community. Our effort aligns with our mission by creating a collaborative talent development network of with local experts, businesses, and educators. ATD SA wanted to showcase the benefits of tailoring talent development skills to meet community needs.
What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)	ATD San Antonio 2024 attendance increased to 107 from 85 in 2023. 2024 profits increased to $6860.28 from 2023 profits of $3991.45. 2024 sponsors increased to 8 from 5 in 2023.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

1. Strengthening Community Connections for Revenue Growth
2024 attendance, profits, and sponsors increased compared to 2023. An event with a local theme, local speakers, and increased marketing enhances the connection to the local community, the primary target audience. Featuring local speakers and themes relevant to the community makes a learning conference more relatable and appealing, it encourages higher attendance and participation. The goal of increasing marketing efforts is to increase awareness, visibility, and attract more local attention from businesses, sponsors, and attendees. Impacting Organizational Capacity - Consulting and Business Partnering

2. Partner with Local Cultural Organizations
ATD SA continued its collaboration with Dress for Success. LEAPS is creating a tradition of accepting monetary donations and gently used professional attire during the event. ATD SA and Dress for Success collaboration are committed to empowering women and men through professional attire and career development. Impacting Organizational Capacity - Consulting and Business Partnering

3. Include Local Traditions and Practices
The LEAPS theme, 'Blazing New Trails in Talent Development' incorporated local western styled traditions, including events, festivals, music, and food. The Bill Miller's Lunch Wagon highlighted cuisine from Bill Miller Bar-B-Q with restaurants in San Antonio, Corpus Christi, and Austin. Celebrating local traditions highlights the importance of local culture and encourages the advancement of skills in the talent development community. Building Personal Capacity - Cultural Awareness and Inclusion

4. Encourage Community Volunteerism and Inclusion
ATD SA developed a 'Planning Committee' to involve the local community through volunteer roles, both during the event and in the planning stages. Our chapter designed the 'Planning Committee' to operate as a volunteer training program aligned with talent development, leadership, communication, and teamwork. ATD SA provided volunteers with hands-on event planning experience and promoted inclusion with a shared sense of purpose. Building Personal Capacity - Cultural Awareness and Inclusion

5. Feature Community Speakers and Local Talent
The 'Winners Circle Panel' featured local women professionals to recognize local success stories. ATD SA intentionally featured community talent to encourage the development of local role models. ATD SA sought to provide attendees with speakers who offered relatable and culturally relevant examples of success in the talent development community of San Antonio. Developing Professional Capacity - Career & Leadership Development

6. Design Giveaways That Engage the Community
ATD SA organized a raffle featuring homemade baskets highlighting local products and businesses. A member of the Board of Directors packaged each basket. The baskets held a collection of unique items from the

community. ATD SA selected local products and businesses to foster a sense of pride in local culture and strengthen ties among the talent development leaders. Developing Professional Capacity - Career & Leadership Development

Is there anything you would do differently?	We would secure the keynote/panel, rental facility, and caterer in the beginning of the planning process and assign Board members to complete complicated tasks.
When did you start working on this effort?	Mar 02, 2024
When did this effort go live?	Sep 27, 2024
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	40
What resources did you use? Check all that apply:	Chapter funds Sponsorships/Partnerships Volunteers Board Members ATD Resources
How much money was spent?	$6819.72
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	ATD San Antonio collected a total of $1,800. Two LEAPS sponsors contributed $500 for a total of $1000. ATD San Antonio collected $800 for specific service donations such as a photographer - $200, lanyards/badgers - $300, panelist gifts - $100, and pies - $200. We solicited sponsors by email.
How many volunteers were you able to recruit?	ATD San Antonio recruited 7 volunteers to assist us with the conference.
Which board positions were involved in the effort?	All Board members were involved in the process to align our conference with talent development and community needs.
Select the ATD resources you used. Select all that apply:	Other: Talent Development Capability Model
Do you have any additional insights to share with other chapters implementing this effort?	ATD San Antonio reminds other chapters to leverage social media outlets to market your conference. Social media is a all cost-effective method to promote your chapter's learning conferences and maximize attendance. Marketing and Communication should create a campaign that highlights conference features such as speakers, keynote/panel discussions, registration, sponsors, location, parking, transit options, ADA accessibility, and volunteers. Social media enables chapters to target audiences, drive engagement with real-time updates and influence sponsorships, boost chapter visibility, encourage user-generated content, and gather valuable analytics,

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)	https://www.formstack.com/admin/download/file/17110677647
additional supporting documents:	https://www.formstack.com/admin/download/file/17110677648
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How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	ATD Chapter Leaders Conference (ALC) NAC Area Call Chapter Relations Manager (CRM)
Would you be willing to apply 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. Selected session facilitators receive complimentary registration.	Yes