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| **Chapter Name** | Tulsa |
| **Chapter Number (ex. CH0000)** | CH7015 |
| **Chapter Location (City, State)** | Tulsa, OK |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Linda Jenkins |
| **Email Address:** | lindajenkins@jenkinscg.com |
| **Phone Number:** | (918) - 808 - 6935 |
| **Chapter Board Position:** | Past President |
| **Chapter Website URL:** | [**https://tdtulsa.org**](https://tdtulsa.org/) |
| **Submission Title:** | Launch Your Chapter to Power Member Super Star Status |
| **Submission Description:** | In 2018, ATD Tulsa developed and implemented 5 action items to increase Power Memberships and achieve Superstar status.  Guiding Goals: First, the chapter established 3 guiding goals for the year. One of the three goals was to increase power membership from 40% (January 2018) to 50% by December 31st. The five action items below led them to meet their goal of increasing the number of Power Members and achieving SuperStar status.  Action Item 1: Communicate the Goal to the Board  At each monthly board meeting, the Power Membership goal was on the agenda for status updates. Progress reports were provided by the functional area leads. Time allotted to this activity highlighted the importance of the goal. Discussion stressed the integration of the efforts across all functional areas, and reinforced the importance of the board working together to be successful.  Action Item 2: Join the ATD Store  The chapter joined the ATD Store. This reinforced the relationship between ATD and the local chapters, and helped chapter members to make the connection between their chapter and national.   Action Item 3: Highlight Power Membership Benefits  Power Member Minute: Before a monthly program meeting, the chapter president invited a registered power member to briefly (1 minute) address the attendees and highlight their favorite feature of ATD. The chapter president prepared a slide for that person with their name, company, and the highlighted feature. Having/showing the slide encouraged the speaker to focus only on their favorite feature, not their credentials, company, etc. The chapter president conducted a brief pinning ceremony for that person awarding a power member pin, and attaching it to their name tags. This provided a simple, positive visual reinforcement of the importance of Power Membership. Power Member Slide: At each monthly program meeting, a slide was included with a list of Power Members attending that event. The slide includes their name and company. All of those Power Members were asked to stand and be recognized, and then the rest were invited to contact them if they wanted to learn more about the benefits of becoming a Power Member. The chapter’s goal to have 50% or more Power Members was also stated along with the current percentage of Power Members. The “Power Member Minute” person would remain standing and then offered the “Power Member Minute.” This moved the story from the large group to one individual story. Established Power Member Rates for Workshops: To provide a financial benefit for local Power Members, established Power Member rates for workshops. Also, extended Power Member rates to Power Members from Central Oklahoma Chapter ATD attending a Tulsa Chapter workshop.  Power members were offered the lowest registration rate, equivalent to the rate paid by board members. Chapter member rates were the next lowest fee. Non-member rates were the highest fee. ATD only members paid non-member rates.   Action Item 4: Outreach to ATD-Only Members in Northeast Oklahoma  Held Networking Dinner at ATD 2018 San Diego for Oklahoma Registrants This included a mix of ATD members only, as well as ATD Tulsa and ATD Central Oklahoma members. ATD Tulsa’s President coordinated the networking dinner including locating and reserving the restaurant in San Diego, preparing the email invitation and managing RSVPs. The prepared email invitation was sent to Oklahoma ICE registrants from the Regional Chapter Relations Manager due to ATD Policy. At the dinner, there was no “ask” to join the chapter. The goal was to establish/build relationships. However, the chapter did end up picking up ATD Tulsa members and gained a few Power memberships. Sent invitations to ATD only members (in Northeastern OK) to attend ATD Tulsa monthly program meetings for free. Board members are given two guest passes per year and some of these were used to support this initiative. Invitations (emails) came from VP of Membership, who took the standard email announcement and customized it to send to this group. This was sent 2-3 times per year. One attendee who participated because of this program is now the VP of Administration. Promoted Employee Learning Week by inviting ATD only members (in Northeastern OK) to attend Trainer Throw This lunchtime event was held on December 7, 2018, the last day of Employee Learning Week. It included a “Trainer Throwdown” competition. Six competitors were given 6 minutes each to present a live interaction. Attendees voted for the winner. The winner (Throwdown Champion) received a $100 cash prize. This event is a fun, fiercely competitive challenge. Also, it allows an opportunity to highlight chapter expertise. The event was very popular, and is actually the 4th annual time it has been offered.  Action Item 5: Promote the Benefits of Attending ATD 2018 (ICE)  An “ICE Insider” program was held in June 2017. During the ICE Insider program, two Power Members who attended ICE gave presentations on tips, trends and techniques they learned about at ICE. Also, they gave away swag from vendors in the Expo Hall. Having a program emphasizing takeaways from ICE encouraged members to attend ICE in 2018.  During monthly program meetings, from January to May 2018, chapter leaders publicized the reduced registration fee to ATD members to attend ICE and encouraged chapter members to register. Once 5 members had registered, processed ATD application to create an ATD Tulsa Chapter team. A list of chapter members already registered for ICE was featured on event slide decks along with the promotion to “Join Our Team” at ICE. Prep-planned the networking dinner opportunity for Oklahoma attendees to connect at ICE (see Action Item 4). Held another “ICE Insider” program in June 2018 to highlight takeaways from ICE 2018. During the program, four Power Members shared takeaways on several topics including micolessons, virtual training, facilitation techniques, and millennial management. It promoted the benefits of ATD training and encouraged members to attend ICE 2019. |
| **Need(s) Addressed? Please be specific.** | This addressed the need to increase the number of Power Members in the chapter. |
| **What is your chapter's mission?** | Empower professionals to develop knowledge and skills successfully. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Power Membership supports our mission by engaging our members in professional development opportunities that allow them to strengthen their skills and knowledge. |
| **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.** | Power Membership supports the ATD mission by engaging talent development professionals in opportunities that allow them to strengthen their skills and knowledge and their service to their organizations and clients. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Talent development professionals in NE Oklahoma will benefit. |
| **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)** | There were no additional costs beyond what was originally budgeted for the year. |
| **How did you implement: (please give a brief description)** | The action items above describe the steps in the implementation process. |
| **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 chapter achieved 51% power membership in July of 2018 - which was 5 months before stated goal of Dec. 31st. The chapter achieved SuperStar status. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Make sure all board members understand how their functional areas contribute to meeting the goal. Align each area’s efforts with furthering the goal. Integrate action items in all streams of activity. This made a huge difference in the success of the initiative. |
| **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.):** | Understanding the CARE requirements for Power Membership and SuperStar status. Needed to make sure CARE expectations were met and hopefully exceeded. The Chapter Relations Manager facilitated sending the email to Oklahoma registrants (in action item 4). |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Kylie Malloy, kmalloy@td.org)** |  |
| **additional supporting documents:** |  |
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| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from LinkedIn Chapter Leaders' Group |
| **If you selected "other", please explain your response.** |  |
| **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://td.org/alc)**. Selected session facilitators receive complimentary registration.** | Yes |