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| **Chapter Name** | ATD Midlands Chapter |
| **Chapter Number (ex. CH0000)** | CH4005 |
| **Chapter Location (City, State)** | Columbia, SC |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Mike Smith |
| **Email Address:** | [Mike.Smith@WeKnowITonline.com](mailto:Mike.Smith@WeKnowITonline.com) |
| **Phone Number:** | (803) - 201 - 2110 |
| **Chapter Board Position:** | VP of Technology |
| **Chapter Website URL:** | [http://atdmidlands.org/](http://enotification.td.org/track/click/30530608/atdmidlands.org?p=eyJzIjoibzZUNzVPRFZWcmFVczNURmhkOTUxOEFnMnpnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkbWlkbGFuZHMub3JnXFxcL1wiLFwiaWRcIjpcImQ4YWQ3ZGE2MGFjYjRkODdhMWQ2NjhmOWVlY2ZhNzlmXCIsXCJ1cmxfaWRzXCI6W1wiYjczYmYwMDdmYzUzMTNhN2M4MjMyYmMyNWEzZDgxZDU5ZDY1YjVhMFwiXX0ifQ) |
| **Submission Title:** | Mobile App |
| **Submission Description:** | The ATD Midlands Chapter is excited to announce the official launch of our very own mobile application! This app is the first of its kind, as we are the only ATD Chapter in America (so I'm told) to have our very own Chapter app! |
| **Need(s) Addressed? Please be specific.** | Our app serves as an all-inclusive platform for everything the Midlands Chapter has to offer currently, with even more to come. Here are some of the great features already in place: ⎫ Fully access the Chapter’s website in mobile-friendly format (even log in to Wild Apricot and access Admin View for those with permissions), so as an Admin, a person can do anything in Wild Apricot as if they were accessing it from their computer. Create events, announcements, send emails, etc.. ⎫ Register for upcoming events from our website icon ⎫ View recordings from past events using our YouTube Channel icon ⎫ Connect to Talent Development Professionals specifically in the Midlands via our unique “Social Wall” (sort of like our very own “Facebook” within the app among only users of the app) ⎫ Go digital with the all new “Member Reward Card” (no more keeping up with the “signature wallet card”) ⎫ View all 3 of our social platforms (Facebook, Twitter & LinkedIn) in sequence without the interference of ads, comments or which “like” emoji to use. That’s what logging into your own account is for. |
| **What is your chapter's mission?** | ATD Midlands strives to be the leading organization for training and human development professionals in the Midlands region of South Carolina.  Our goals are to: Provide consistently valuable learning opportunities for our members and guests through exposure to new information, methods and approaches. Create deliberate opportunities for our members to grow professionally by sharing ideas and experiences, learning from each other, and providing mutual support. Work diligently in our community to increase awareness of the value of human performance improvement. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Our app helps streamline our communication and also provides us a platform to engage in various learning opportunities through exposure to new information, methods and approaches. We can easily share ideas and experiences, learning from each other, and providing mutual support through easy communication. |
| **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.** | Our app's platform is very repeatable and allows all members to be empowered by staying connected with all the great resources the Chapter has to offer.   Here are examples:  Connect directly to the ever changing ATD Midlands Chapter website without ever having to go to an actual browser. Members can even log-in and view special administrative privileges with ease, as if they were on a personal computer. Register for events, apply for a job, volunteer for a committee... it's as easy as pointing your finger!  • View the most recent social media feeds for ATD Midlands on all three of our platforms (Facebook, Twitter & LinkedIn), without any of the extra "noise". No ads, likes, comments or tasks to perform. Get the latest Chapter updates without the additional hassles.  • Replace your old Member Rewards card that everyone forgets or loses over time, with the all new "Rewards" tab within the app. Embrace technology and don't worry about having to keep up with another tangible item. See a Board Member every time you need a redemption code and allow the app to keep track of your points for you!  • Rewind and reflect back on missed learning Chapter events. We are now recording monthly engagements along with several other fun-filled moments. Check out our "Videos" tab, which pulls from our very own YouTube channel. Catch any missed event or review one that you previously attended, but just want to hear the message again.   • Correspond with only the ATD members that have downloaded our app using the "Social Wall" tab. This is our Chapter's own version of "Facebook", but much simpler. Share pictures, videos, or comments. That's pretty much it. "Like" someone's thoughts and move on. Our Chapter's own private way to stay connected with one another with no added notifications to worry about. Be visible only as you share!   • Stay connected with everything that's happening before, during and after our upcoming Conference & Expo. View the different tabs that speak for themselves: "Agenda", "Site Map", "Speakers" & "Sponsors"  • Contact the VP of Technology directly through our "Contact" tab. We welcome your feedback. Any questions and/or comments can easily be sent with a few simple entries. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Every member in the Chapter has benefited from this easy-to-use app! |
| **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)** | The Technology Team researched various app-making platforms and decided to go with "AppyPie" as it's user friendly and has good technical support. AppyPie provides a non-profit discount of 30% and there are various commitment packages a Chapter can utilize. We chose the yearly commitment and only paid $336. Then there's the one time fee of $25 to upload your app onto the Google Play Store and an annual fee of $100 to upload to the Apple Store. $19 for the Windows Store. That's it. We have one intern (Clay) working with the VP of Technology (Mike) to customize the app from the AppyPie platform and it's as easy as customizing any profile page with various tabs. Hours spent with this app have been approximately 10-15 hours total since June 2016. |
| **How did you implement: (please give a brief description)** | We implemented it originally to take the place of our membership rewards card, as well as to have a place where people could easily access our YouTube channel and see past recorded learning events. We then took what AppyPie's platform allowed us to customize and made what was relevant to our Chapter take form. |
| **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 major outcome is the impact of publicity for the Chapter and how streamlined everything is with ease of access. Members can access the website much easier, and therefore renew their membership if needed. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Apps are very popular these days so it is only fitting for each Chapter to have one to streamline everything. Technology is appealing to people and the fact that we are staying on top of our Chapter's innovation helps our members feel that we are moving in a great direction of growth. |
| **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.):** | Our Chapter Relations Manager, David Frankel was able to help us get the graphics we needed for the app to the right size by utilizing the ATD graphics team. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [0816015\_Logos-for-ATD-Midlands-for-App\_520x520.png](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiT1ZLdmx6blR5TzRsUm5HUVBYQzAxaFhQdmswIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNRFFtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJkOGFkN2RhNjBhY2I0ZDg3YTFkNjY4ZjllZWNmYTc5ZlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [0816015\_Logos-for-ATD-Midlands-for-App\_Splash (002).png](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiY2p5cGlPemlCLWlBU2ZJV2ZoaHkxVkhKUEpZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNRFFtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCJkOGFkN2RhNjBhY2I0ZDg3YTFkNjY4ZjllZWNmYTc5ZlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **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=eyJzIjoiNE0ybUozUl85SldPR3EzN1NUUzNiSjJ6M0NjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImQ4YWQ3ZGE2MGFjYjRkODdhMWQ2NjhmOWVlY2ZhNzlmXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |