**SOS Submission: Under the Hood: Employee Learning at the World’s Largest Children’s Museum  
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| **Submission Date: 09.27.2016** **Chapter Name: ATD – Central Indiana Chapter (ATD-CIC)**  **Chapter ID:**  **Chapter Location: Indianapolis, IN** **Chapter Membership Size: 174** | **Contact for this Submission: Michelle Baker** **Email Address: michelle.baker@forumcu.com** **Phone Number: 317-701-5794**  **Chapter Title: President-Elect** **Chapter Website URL: atdcentralindiana.org** |

*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:** In an effort to provide relevant, experiential learning and professional opportunities for our members and other Talent Development practitioners in Central Indiana, we are always looking for creative programming ideas. We are fortunate to have the World’s Largest Children’s Museum, [the Children’s Museum of Indianapolis](https://www.childrensmuseum.org/), right in our backyard. The Children’s Museum is known for their outstanding, innovative approach to employee learning for museum staff. Their Director of Training, Deb George, was gracious enough to invite us in for a behind-the-scenes peek at learning in action!

**Need(s) addressed (please be specific):** The purpose of this program was to provide a unique setting for one of our monthly educational programs, allowing participants to learn first-hand how all TCM employees, from exhibit staff to parking garage attendants, become proficient experts on various exhibits to provide a world-class experience for Museum guests of all ages.

**What is your chapter’s mission?**

**Who We Are**

The Association for Talent Development Central Indiana Chapter (ATD-CIC) is a professional membership organization supporting those who develop the knowledge and skills of employees in organizations in Central Indiana. The association was previously known as the Central Indiana American Society for Training & Development (CIASTD).

**What We Do**

We support the talent development profession by providing trusted content in the form of research, books, webcasts, events, and education programs. We host a variety of conferences several times a year, including the premier international gathering for talent development practitioners.

Through ATD-CIC, members are encouraged to:  
**Connect:**

Network with like-minded professionals during CIASTD events and meetings, get involved in a Special Interest Group, join us in on-line forums [Twitter](http://twitter.com/ciastd), [LinkedIn](http://www.linkedin.com/groups?gid=2161167) and [Facebook](http://www.facebook.com/pages/CIASTD-Central-Indiana-Chapter-of-ASTD/137259084685), or meet future employees or employers through our ATD-CIC job bank.

**Learn:**

Attend a monthly meeting, webinar, or special event. Learn about topics ranging from facilitation skills, instructional design, leveraging technology in development, and other engaging Talent Development-related topics.   
  
**Share:**

Support your profession and develop your skills by volunteering with ATD-CIC. Opportunities exist in a variety of areas, spanning from programming to finance. Share your knowledge with others in a Special Interest Group, present at a chapter meeting, or join a discussion in our LinkedIn group.

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

ATD-CIC aligns all programming with the ATD competency model, to ensure relevancy for our members, potential members and guests. This program aligned with several areas: instructional design, training delivery, change management and evaluating learning impact. Given the close ties to the competency model, we felt it would be an exciting approach to professional development for Talent Development practitioners.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?** *(from above)*ATD-CIC aligns all programming with the ATD competency model, to ensure relevancy for our members, potential members and guests. This program aligned with several areas: instructional design, training delivery, change management and evaluating learning impact. Given the close ties to the competency model, we felt it would be an exciting approach to professional development for Talent Development practitioners.

**Target Audience (Who will benefit/has benefited?):** This program event was designed with all Talent Development practitioners in mind – training designers, facilitators and leaders. TCM’s hands-on approach provided a fresh look at workplace learning for all perspectives.

**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.)* The Children’s Museum was gracious enough to present this session to our chapter at no charge. Programs are included at no additional cost for ATD-CIC members, so cost was negligible for all parties.

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

Implementation for this event was straightforward and similar to other networking/social events planned by the chapter. To prepare/promote, we did the following:

* Our President-Elect (serving as Interim Vice President of Programming) and Vice President of Membership spearheaded this event, as they were already acquainted with the TCM Director of Training, a longtime ATD-CIC member.
* Added the event to our calendar on the ATD-CIC website along with our other monthly programming events
* The event was promoted via announcements at chapter events, through our monthly email newsletter, word of mouth and social media (Facebook, Twitter, LinkedIn)
* There were many photos taken during the event and posted to ATD-CIC’s Twitter and Facebook accounts!

**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.)* The event was a success, resulting in:

* We had a “sellout” crowd – all seats were filled in the TCM training room
* We hosted a group of HR Development undergrad/grad students from Indiana State University, introducing them to the innovative approach to workplace learning modeled by TCM
* Feedback was overwhelmingly positive and countless memories were made that people still mention today!
* Two members who attended (who work for the same company) were able to bring their entire team (who were unable to attend the chapter event due to their training schedule) back on a separate occasion (for a fee), for team building and professional development – several ideas learned there have been modified and implemented by that team!

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

1. Make a clear connection to the value while promoting – it is NOT just about going to “play” at the Children’s Museum…there are many ideas that can be modified and implemented in a corporate setting
2. Encourage teams to attend together and continue their day at the Museum, observing Museum employees and seeing how their training is applied on the job – you could easily market this as an extension of the event. We didn’t think of this until after the fact!

**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):** This was spearheaded by our Vice President of Membership and President-Elect and planned in a similar way to other programming events.

**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 ATD website

X Other - We submitted this idea on Chapter Leaders’ Day during ATD ICE 2016

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?** Yes

**\*Participating chapters receive up to two complimentary registrations for presenters.**

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