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| **Chapter Name** | ATD Kansas City Chapter |
| **Chapter Number (ex. CH0000)** | CH6027 |
| **Chapter Location (City, State)** | Kansas City, MO |
| **Chapter Membership Size** | Medium (101 - 300) |
| **Contact Person for this Submission:** | Sally Koppy |
| **Email Address:** | [sally.koppy@optum.com](mailto:sally.koppy@optum.com) |
| **Phone Number:** | (816) - 616 - 9433 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | <http://www.tdkc.org> |
| **Submission Title:** | Annual Report with infographic |
| **Submission Description:** | One of the CARE requirements is producing and sharing an annual report with the chapter's members. The ATD Kansas City Chapter 2015 Board of Directors worked together to gather the data for the annual report. The report included information from the Annual Survey, completed in December of 2014. Some of the data and survey results were communicated through the use of an infographic on the first page. The annual report was placed on our chapter's website under the Chapter Administration page, and an email was sent to members with a link to the report. <http://www.tdkc.org/?page=ChapterAdmin> |
| **Need(s) Addressed? Please be specific.** | This addressed the needs of: 1) Producing and sharing an annual report to meet the CARE Communication Component. 2) Communicating the report in a manner that would spark member interest. |
| **What is your chapter's mission?** | Our chapter's mission is to promote excellence in the field of learning and development. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Communicating the annual report, financial performance, and progress toward annual goals aligns with our mission to promote excellence. The email that was sent to the members explained that the 2015 annual goals were another opportunity to promote excellence and would require a collaborative effort with their participation. |
| **National ATD's mission is to "empower professionals to develop knowledge & skills successfully". How does this submission align with ATD's mission? Please provide specific examples.** | It aligns with ATD's mission by encouraging our members to become more involved in chapter leadership and chapter events. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The ATD Kansas City Chapter Board of Directors benefitted from the process of producing the annual report and reviewing the data and survey results. The member's benefit through receiving the information and the open invitation to become more involved with chapter leadership. Within 5 minutes of sending the email, we received the first feedback - "This is awesome!!! If we’ve ever done this before, I don’t remember it. Love the format, the content, and the tone. Well done ladies, well done!" |
| **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 ATD Kansas City Chapter Board of Directors spent approximately 1-2 hours each pulling together the data, and the President, Sally Koppy, spent another 4 hours compiling the data and creating the infographic. |
| **How did you implement: (please give a brief description)** | The Annual Report was placed on our website Chapter Administration page, and an email was sent to all members with a link to the report, encouraging them to review the report. |
| **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 gain for the ATD Kansas City Chapter Board of Directors was achieved through the process of reviewing the annual survey data, previous years goals and progress, and strategically creating new goals for 2015. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | There are many free sources to help with creating an infographic. It is a great way to create a dashboard or snapshot of the chapter's achievements. |
| **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.):** | We reviewed the CARE Communication Component requirements. We also reviewed the Metro DC Annual Report available on the ATD Chapter Leader page. Our chapter's CRM, Wendy Leedy, provided some of the historical data that we needed. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [2014 Annual Report.pdf](https://forms.td.org/download.php?q=Zm9ybV9pZD0xMSZpZD03MSZlbD1lbGVtZW50XzE2) |
| **additional supporting documents:** | [ATDKC Email 2014 Annual Report.pdf](https://forms.td.org/download.php?q=Zm9ybV9pZD0xMSZpZD03MSZlbD1lbGVtZW50XzIy) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Found SOS on ATD website |