**SOS Submission: Summer Celebration and Networking  
SOS Title: Let ATD-CIC Take You Out to the Ballgame!**

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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:** To celebrate our rebranding from CIASTD to ATD-CIC in spring/summer 2015, we wanted to provide a fun, evening event to network and have fun with our members in a non-traditional setting. After considering multiple venues and options, it was decided to spend an evening at the ballpark with our local minor league baseball team, the Indianapolis Indians.

**Need(s) addressed (please be specific):** The purpose of this event was to build awareness of the recent chapter rebranding from CIASTD to ATD-CIC, while providing a fun, family-friendly opportunity for members to connect and network with one another.

**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)?**

This event was our initial effort to re-introduce chapter members to the “new” ATD-CIC. Our common themes are **Connect**, **Learn** and **Share**. This event allowed us to do all three:

**Connect:** By welcoming members and guests (spouse, family members), attendees were able to spend a relaxing evening networking, watching baseball, and enjoying typical ballpark treats, including peanuts and Cracker Jack!

**Learn:** Providing each attendee with a branded t-shirt with our new logo, as well as access to chapter leaders to discuss the purpose behind the new branding, attendees were able to learn about the efforts taken at the local and national level to rebrand from ASTD to ATD, and what that means to our industry.

**Share:** Social sharing, selfies, jumbotron announcements and wearing our newly branded t-shirts made this an event that was all about celebrating our new image and the future of our chapter!

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

**How does this effort align with ATD's mission (Please provide specific examples)?** In order to gain support and engagement for our newly-branded chapter look, feel and purpose, it was imperative that we follow some standard change management practices. Communication and celebration were essential components of this plan. This event could be used as a celebration for any major chapter initiative, or as an annual celebration/social event to connect members in a fun way.

**Target Audience (Who will benefit/has benefited?):** This was used to connect members and their guests, but the idea could be repurposed in numerous ways.

**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.)*It was important for our rebranding that we offer this fun, social event “on the house” for members – ATD-CIC budgeted and paid for the following for all attendees:

* Ticket to the ballgame
* $15 per person in “Tribe Tokens” – vouchers for food/beverage
* ATD-CIC t-shirt

Working directly with a group sales representative with the Indianapolis Indians for game tickets and food/beverage vouchers, this event cost approximately $900, not including the cost of t-shirts.

**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:

* One key person on our Membership Committee took the lead to source potential venues, staying within our allotted budget
* Added the event to our calendar on the ATD-CIC website – while people could attend at no cost, we asked people to RSVP so we could plan for tickets, food/beverage vouchers, and learn t-shirt sizes.
* The event was promoted via announcements at chapter events, through our monthly email newsletter, word of mouth and social media (Facebook, Twitter, LinkedIn)
* Chapter board members were present to serve as a chapter ambassador to connect with new members, as well as answer questions about rebranding, chapter mission, upcoming events, etc.

**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:

* Continued engagement by new members following rebranding
* Positive feedback from attendees and their guests
* One attendee, a new member who had recently relocated to Indiana from California, even was connected with other attendees, resulting in a new job!

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

1. Now that we use Basecamp for communication and project management, that would have come in handy for managing multiple facets of event planning
2. Follow up directly with people who RSVP’d – we ended up with some extra tickets and food/beverage vouchers from “no-shows”.

**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 chapter board – we did not utilize any specific resources, other than understanding that change management and communication were essential to gaining support and engagement during our time of transition and rebranding.

**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.***