

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Las Vegas

Chapter Membership Size: Small (Less than 100)

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Chapter Board Position: VP of Programming and Professional Development

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Submission Title: Sharing Chapter Programming Among Chapter as an Added Member Benefit

What did you do? (a 2-3 sentence summary of your effort): In January 2024, the Los Angeles, Las Vegas, Orange County, San Diego, and Arizona ATD chapters launched a cross-chapter programming collaboration to expand access to professional development and foster a stronger sense of community. Participating chapters share upcoming events and promote them to their members, allowing individuals to attend programs hosted by other chapters. Each chapter honors reciprocal member pricing, making it easier for members to engage in high-quality learning at no additional cost.

Who benefitted from this effort (Target Audience) Check all that apply:

Chapter Members
Potential Chapter Members
Non-Chapter Members

Why did you do it? What chapter needs were addressed?

The collaboration was initiated to address a shared concern among participating chapters: declining attendance at chapter events and the need to provide greater value to members without increasing costs. Each chapter recognized that while they were offering high-quality programming, many events had limited reach and visibility outside their immediate region.

By joining forces, the chapters aimed to increase engagement, broaden access to learning opportunities, and create a stronger sense of professional community that extended beyond local chapter borders. The initiative also provided a way to maximize programming efforts and reduce duplication, allowing members to benefit from a wider range of topics, speakers, and formats-all while maintaining their member pricing.

This effort filled a gap that NAC calls couldn't always address-providing real-time, peer-level communication among chapter leaders about programming, operations, and shared challenges. Ultimately, it gave members more choice, leaders more collaboration, and all chapters a greater sense of connection across the ATD network.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

Since launching the cross-chapter programming collaboration, each participating chapter has seen an average of 1-2 additional attendees per event from other chapters. While modest, this increase reflects improved visibility and engagement with a wider audience. More significantly, the effort has strengthened relationships among chapter leaders, leading to more frequent peer-to-peer discussions about chapter operations, challenges, and shared solutions-conversations that previously occurred only during NAC calls, if at all.

The collaboration has also enhanced the value of membership by expanding access to a wider variety of programming topics, formats, and speakers. Members are no longer limited to the content offered by their home chapter-they now benefit from events tailored to different industries, experience levels, and professional interests across the region. Additionally, chapters have shared recommendations for speakers and topics that were well-received, giving other chapters a vetted pool of high-quality presenters to consider for their own calendars. This has made program planning more efficient and helped chapters discover relevant and engaging content they may not have found on their own.

Overall, the initiative has contributed to a greater sense of community, stronger collaboration among leaders, and more meaningful programming options for members-without adding financial burden to the chapters or attendees.



**What steps did you take to implement this effort?
(Remember that other chapter leaders will use this to replicate the effort. Be specific)**

1. ☐ Initiated Outreach

In January 2024, the ATD Los Angeles Chapter President reached out via email to leaders from the Las Vegas, Orange County, San Diego, and Arizona chapters. The purpose was to explore a regional collaboration that would allow chapters to share programming and extend learning opportunities across chapter lines.

2. ☐ Held an Introductory Meeting

An initial virtual meeting was held in February 2024 with representatives from each chapter, typically Presidents and/or VPs of Programming. During this meeting, the group discussed shared goals, established expectations for participation, and aligned on how programming information would be communicated.

3. ☐ Agreed on Participation Terms

The group collectively agreed to:

- ☐ Share upcoming programming events with other participating chapters.
- ☐ Allow members of other participating chapters to register at the host chapter's member rate.
- ☐ Promote one another's events through each chapter's own communication channels (email, event calendar, newsletters, etc.).
- ☐ Have members register directly with the chapter hosting the event, rather than through their home chapter. This eliminates the need to transfer funds between chapters and streamlines the registration and payment process for everyone involved.

4. ☐ Created a Shared Tracking Tool

To support transparency and consistency, the ATD LA President created a shared Google Sheet and granted editing access to one representative from each participating chapter. This document includes key event information: title, description, intended audience, date, time, cost, CEU availability, and registration link. Each representative is responsible for updating the sheet with their chapter's upcoming events.

5. ☐ Ongoing Communication and Updates

Participating leaders continue to meet periodically to share updates, promote upcoming events, and discuss what's working. These meetings typically last about 45 minutes and often lead to organic conversations about chapter operations, programming strategies, and resource sharing.

6. ☐ Promoted Events Locally

Once events are shared, each chapter promotes relevant offerings to its own members. This may include posting the event

on the chapter website, sharing it via newsletter or targeted email, and highlighting the reciprocal member pricing benefit. This approach was easy to implement, low-cost, and has already yielded increased collaboration, attendance, and programming diversity across the five participating chapters-while simplifying registration logistics and avoiding any financial reconciliation between chapters.

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| Is there anything you would do differently? | No. |
| When did you start working on this effort? | Jan 01, 2024 |
| When did this effort go live? | Mar 01, 2024 |
| Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers. | 40 |
| What resources did you use? Check all that apply: | Board Members |
| Which board positions were involved in the effort? | Chapter Presidents and VP of Programming, Webmasters |
| Do you have any additional insights to share with other chapters implementing this effort? | <p>Successful cross-chapter collaboration requires full buy-in from all participating chapters and the designation of a dedicated representative for each chapter. These representatives meet on a regular schedule to share upcoming programming, coordinate event calendars, and address concerns unique to the participating chapters.</p> <p>In addition, chapters must agree on a consistent pricing model for members attending another chapter's events. This can be either a nominal flat fee (e.g., \$5) or matching the host chapter's member rate. We adopted-and recommend-the latter approach to maintain equity and consistency across all participating chapters.</p> |
| Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org) | https://www.formstack.com/admin/download/file/18374127089 |
| additional supporting documents: | https://www.formstack.com/admin/download/file/18374127090 |
| How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: | Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) NAC Area Call |

Would you be willing to apply 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. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
