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| **Chapter Name** | Greater Atlanta |
| **Chapter Number (ex. CH0000)** | CH9047 |
| **Chapter Location (City, State)** | Atlanta, GA |
| **Chapter Membership Size** | Large (350+) |
| **Contact Person for this Submission:** | Doug Samuels |
| **Email Address:** | [dsamuels@gsu.edu](mailto:dsamuels@gsu.edu) |
| **Phone Number:** | (404) - 413 - 3281 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://atdatlanta.org](http://enotification.td.org/track/click/30530608/atdatlanta.org?p=eyJzIjoiSHktc2tWV0E4bGtpRFJVYzZnTkpGTkZhQ1IwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkYXRsYW50YS5vcmdcIixcImlkXCI6XCJjNGJmYzk3NTU4N2U0YWFkYTM4MzQyZDQxZWU4Nzc0NFwiLFwidXJsX2lkc1wiOltcImFjNDZlNDVjNTlhNTc0Y2ZiZDRkNjM3YWY4MTkzZDk0NDcyOTZlNjNcIl19In0) |
| **Submission Title:** | Adding Young Professionals to your Membership |
| **Submission Description:** | In an effort to attract younger TD professionals, we have created a Young Professionals CoP. Our focus here is to attract TD professionals under 40 to our chapter. |
| **Need(s) Addressed? Please be specific.** | We had a dearth of members under 40 and needed this new blood in our membership veins in both regular membership and chapter leadership positions. |
| **What is your chapter's mission?** | Greater Atlanta ATD provides its members with the knowledge, skills, tools and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of talent development. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Young professionals continues to be a growing segment of TD professionals in the Atlanta area. We want to get them involved with ATD at all levels and help the chapter help them enhance their professional development such that their ability to deliver exceptional value to their organizations improves exponentially. |
| **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.** | Ensuring that we are reaching Young Professionals and getting them involved with leadership positions provides an opportunity for these members to learn more about ATD national, its mission, and how national can support their efforts to develop talent in their respective organizations (the workplace). |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our Young Professionals CoP, Greater Atlanta, and National ATD all benefit directly from ensuring his important workplace segment is engaged and involved with the chapter. |
| **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)** | Volunteer hours - 5/month; CoP meeting costs - $100/meeting; Local hotels - location. We continually strive to engage members as volunteers as when the chapter is fully staffed, we require about 120 volunteers. We draw from these resources to staff the Young Professionals CoP. YP CoP meetings are free and provide hors d'oeuvres (alcohol is not provided); refreshment costs come from the revenue the chapter generates. |
| **How did you implement: (please give a brief description)** | Our Programming team held an initial Young Professionals event last year at a local hotel. Refreshments were provided; a closed bar was available. We had a solid turnout of over 20 TD professionals under 40. Several EB members including our President attended the event. Their task was to chat with each attendee to ensure these attendees know about Greater Atlanta, our missions, and our goal of bringing them into the chapter. Volunteering was a critical piece of the elevator pitch. |
| **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 results have been very promising. Of the more than 40 attendees at YP CoP events, we secured 25 new members and importantly added 10 YP members to our volunteer rolls. Several have take leadership positions in other functional area CoPs. One has been appointed to the 2017 Executive Board. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Marketing the event was the biggest challenge as we did not have an email list of Young Professionals in the TD world. We relied on our leadership (Board of Director/Executive Board/CoP leadership teams to get the word out. |
| **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.):** | Executive Board (4 members including the President); VP Programming and her team; Greater Atlanta CoP Manual |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [Greater Atlanta ATD CoP Manual - 6.3.16.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoicEs3bE1Pckl5VFR4VUdiaUNBeXNTMkNrZDhBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNRFVtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJjNGJmYzk3NTU4N2U0YWFkYTM4MzQyZDQxZWU4Nzc0NFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **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=eyJzIjoiQ3lCUXhSWXdqVmw2N2tPSVhVeWRwcFRaN2lzIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImM0YmZjOTc1NTg3ZTRhYWRhMzgzNDJkNDFlZTg3NzQ0XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |

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