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| **Chapter Name** | Central Mass ATD |
| **Chapter Number (ex. CH0000)** | CH1201 |
| **Chapter Location (City, State)** | Worcester, MA |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Ann Baus, Administrator |
| **Email Address:** | [administrator@tdcentralmass.org](mailto:administrator@tdcentralmass.org) |
| **Phone Number:** | (206) - 988 - 1877 |
| **Chapter Board Position:** | Administrator (Ann Baus) |
| **Chapter Website URL:** | [http://www.tdcentralmass.org](http://enotification.td.org/track/click/30530608/www.tdcentralmass.org?p=eyJzIjoiQUhub2lIcEZGQ0FNWnZZTEMxWExEdVI5SlpNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LnRkY2VudHJhbG1hc3Mub3JnXCIsXCJpZFwiOlwiMjgzMDdjZDE4ZTE3NGE1OGE0OGQwNmM5ZGIxNGNkMDhcIixcInVybF9pZHNcIjpbXCJjZTRjYmMyYWZkZmM5NmJhNTc2YWU2OGRhMDZkMGU0OWFlNjM1MTdkXCJdfSJ9) |
| **Submission Title:** | Building Up From The Ashes |
| **Submission Description:** | The CMATD chapter was on the verge of being dissolved in 2018. An urgent plea for volunteers to step forward to create a new energized board of directors was emailed in 2018, and 7 members rose up to the challenge. We met casually at first in 2018 to begin building relationships, and then in January 2019 the 7 engaged in a team building/strategy defining retreat that resulted in the assignment of roles and priorities. Ryan Rosiello, President, used the strategy meeting to determine which role each person would organically be best suited for. This process of letting the team identify their positions after accepting the call to volunteer was an interesting and really great approach. A process that can be emulated by other struggling chapters. The pre-onboarding (those meetings in the Fall and Winter 2018) were vital in blending the team. By January, we weren’t strangers, we had a clear idea of what the needs were, and we all were willing to take on roles that spoke to you after the get-to-know-you process was established. Often, the first few months of a board is tentative - this board dealt with all that BEFORE we officially became the board. Two very short months after establishing our vision, the new team forged ahead and successfully launched our first chapter networking event attracting 18 attendees. The following month we didn’t take pause, we hosted our second chapter meeting attracting participants with a seasoned presenter who spoke about maximizing your office influence. The rest of the year’s programs are in the final stages of planning and the team is making use of every social platform to advertise the events. The team is also working together to increase community involvement. |
| **Need(s) Addressed? Please be specific.** | Saved a dying chapter. |
| **What is your chapter's mission?** | The Chapter is organized exclusively for charitable and educational purposes within the meaning of Section 501 (c)(3) of the Internal Revenue Code of 1986, as amended (“IRC”), and may make expenditures for one or more of these purposes. Without limiting or expanding the foregoing, the Chapter’s specific purpose shall be: CMATD is a chartered local chapter of the Association for Training & Development. As such, it is a professional organization dedicated to the growth and development of its members in a supportive learning environment in the hope of contributing to their business success.We strive to provide quality professional development programs in the workplace learning and performance development disciplines. We also deliberately foster opportunities for networking among professionals, collaboration with businesses and organizations and the exchange of best practices solutions and information. We are in service to our membership, our program attendees, our strategic alliances, other Human Resource Development professional organizations, and sponsoring organizations. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | We are a chapter that exists to support learning professionals in the Central Massachusetts area. We are providing sessions for talent development professionals that align with the trending topics of today. |
| **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.** | We are a chapter that exists to support learning professionals in the Central Massachusetts area. We are providing sessions for talent development professionals that align with the trending topics of today. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Talent and learning professionals in Central Massachusetts. |
| **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 main resource that was established is the dedicated new board and the time that each of the 7 has provided to building this chapter back up.   A critical resource has been our administrator, Ann Baus, who has been the ongoing administrator for this chapter for more than 5 years. Her vast institutional knowledge has been relied on very often. When new boards arrive, if there isn’t a person in a sustaining role, then the new board has to truly re-invent everything and activity stalls as a result. Ann has been the rock.  In addition, the chapter had some money. The fact that it wasn’t in fiscal dire straits worked in its favor. That financial status allowed for some time of uncertainty without having to worry about going under. I think the fact that the chapter had been working very hard towards having good financial accountability over the last several years was a big component to success. Being fiscally responsible in good times can be challenging but in struggling times it is really hard. CMATD kept good tabs on expenses when income had stalled. |
| **How did you implement: (please give a brief description)** | Board team building meeting initially, followed by monthly Zoom meetings. Determined who would be best in which director role, and then support each other in any way needed. If more help was needed with putting together a program, that is where all efforts would go at a given time. |
| **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.)** | We had 4 new members within two months, we increased our Power Membership to over 60%, we have had positive reviews from members, and we are all participating in advertising all events. We made $300 at our first revenue based event last event. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Team work is essential!! In the case of a struggling chapter, onboarding and allowing time for relationships to develop has been crucial. Thinking outside the norms and letting the board connect as individuals before popping people into positions was vital in this situation. Allowing for meetings and connections before the official board start date was also vital. Taking the time to learn the ATD/CMATD culture, norms and processes before jumping in has also been key - some of this has been accomplished because we have an admin, but some is a result of diligent prep by the incoming president. For struggling chapters, being super diligent with finances is also very important. Thinking about income and expenses and reporting at each meeting helps keep the topic front of mind. But also giving thought to having some funds in reserve and deliberately focusing on building the reserves can also help stabilize a struggling chapter for awhile. Also, it’s important to keep organized and use collaborative technology. I think the using both of our G-suite and Zoom for meetings has really enabled us to be collaborative without having to be near each other physically. |
| **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.):** | ATD onboarding documents have been really helpful in getting people established in their new roles. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | Ann Baus, Our Administrator |
| **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=eyJzIjoiQ1ZYdHBlRF9OVFVHRUNtMVVjbEhoX3dsdFBFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjI4MzA3Y2QxOGUxNzRhNThhNDhkMDZjOWRiMTRjZDA4XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |