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| **Chapter Name**  | ATD San Diego Chapter |
| **Chapter Number (ex. CH0000)**  | CH8024 |
| **Chapter Location (City, State)**  | San Diego, CA |
| **Chapter Membership Size**  | Medium (100 - 299) |
| **Contact Person for this Submission:**  | Mary Jane Riccardi |
| **Email Address:**  | mj.riccardi.cv@gmail.com |
| **Phone Number:**  | (619) - 994 - 7775 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [http://tdsandiego.org](http://enotification.td.org/track/click/30530608/tdsandiego.org?p=eyJzIjoiWkVmR2hlZG9jZkN0RDA4cGFEU0F1dW1BOVFBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRzYW5kaWVnby5vcmdcIixcImlkXCI6XCIxNDljM2U1NDI3ZGM0ZTEyYmQxY2JmMjkwMGU4MjQ3M1wiLFwidXJsX2lkc1wiOltcIjg0Yjc0ZDEwYzYwOTYwMmY5OWViOWE4Yzc0MmEzOTk2NzJmNjhkOWJcIl19In0) |
| **Submission Title:**  | Applying Human-Centered Design at Work and ATD |
| **Submission Description:**  | As L&D professionals, we must put people at the center of the services and experiences we provide. In the end, there must be balance between these questions:1. Do people need or want it?2. Can we do it?3. Should we do it?Human-Centered Design Thinking is gaining significant traction in organizations, both non-profit and for-profit, because of its keen focus on the end user. The tools can be easily integrated into existing operational structures and enhance current processes across all disciplines. Our February 2019 chapter meeting was designed so that participants not only learned more about Human-Centered Design and how it can be used, but also engaged in the use of a Human-Centered Design tool intended specifically to focus on ATD’s “end user”, our members. Through this process, participants shared their interests and needs with ATD San Diego leadership, which we are currently using to help direct future events and projects, and they left with a tool they could use within their organizations to put people at the center of what they do. |
| **Need(s) Addressed? Please be specific.**  | 1) 2018 was a difficult year for ATD San Diego. Although we had the excitement of the international conference in May, the rest of the year was lack luster with very few events our members could attend. The board saw 2019 as an opportunity to relaunch our programs, however our annual survey has little participation and does not really provide much guidance to use for future planning.2) As President, I wanted to find a way to engage our membership in group conversation to elicit feedback that would be meaningful in helping us achieve our vision and mission, but I knew we needed a WIIFM for folks to attend. |
| **What is your chapter's mission?**  | Vision: Advancing human performance.Mission: We are the leading resource for inspiring, growing, and connecting talent and organizational development professionals in San Diego. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | In order to drive our mission forward, we needed to better understand our member's current experience with ATD San Diego as well as what they wanted to see in the future. For example, we received a lot of feedback about member's onboarding experiences. This is one area that is of great concern since we received so many comments about being lost, uncomfortable, unsure, confused, etc. This needs to change so we better engage with our current members, bring in new members and set them up with a positive first impression. |
| **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.**  | In addition to providing ATD San Diego leadership with feedback, the purpose of this session was to not only teach, but experience a tool that could be used in just about any setting or workplace. By using the methodology provided at this chapter meeting, participants would be able to better understand their internal customer needs which in turn would improve the T&D service they provide.  |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Participants included internal and external providers, junior and senior professionals, members and potential members. We were thrilled to see such a variety of people register. Our registration for this event was up approx. 40% from our typical attendance.  |
| **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)**  | Our facilitator donated her time and also was able to acquire the room she typically does this work in at one of the local universities. I met her at one of our happy hour events last year. She expressed interest in starting a special interest group. Through our discussions, we landed on this approach as a first step. I worked with the facilitator over a three month period refining the approach and acquiring resources. Our hard costs were food and drink, and some office supplies.  |
| **How did you implement: (please give a brief description)**  | We treated this as any chapter meeting, using the same marketing, registration, and overall events communication. |
| **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.)**  | Although we do not have hard results, I am happy to say we have several recommendations that came from the event that we are currently work on as continuous improvement efforts. 1) A redesigned and updated website. 2) Establishment of a membership committee while we recruit a membership director (we have been without one for several years). 3) Ideas for chapter events and content for Q4 and into next year.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Although we got a lot out of the event, it would have been more useful if we got a bit more feedback on topics of interest. If I was to do this again, I would be sure to find a way to get this. Maybe a follow-up session or a minor redesign of the event.  |
| **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.):**  | Event submission form, event survey, our Programs Co-director  |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Kylie Malloy,** kmalloy@td.org**)**  |  [February - Human Centered Design.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiVzNJWW9TRFowZzhON3I1Y3RScndtMVFTNmw0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVE1tWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIxNDljM2U1NDI3ZGM0ZTEyYmQxY2JmMjkwMGU4MjQ3M1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Example of Suggestion1.jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiak5WalpDQjZwaVNEQUF5WGtKbUpCY2F2NF9NIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVE1tWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCIxNDljM2U1NDI3ZGM0ZTEyYmQxY2JmMjkwMGU4MjQ3M1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Example of Suggestion2.jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoickdRQnRyd29XSThKVkpla0gtajh2YjlNVF9vIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVE1tWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCIxNDljM2U1NDI3ZGM0ZTEyYmQxY2JmMjkwMGU4MjQ3M1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Feb Chapter Meeting Feedback.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoic1Yzck1iVV9WUXk4bUloX3N6Rzh3blcxWXpjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVE1tWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCIxNDljM2U1NDI3ZGM0ZTEyYmQxY2JmMjkwMGU4MjQ3M1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **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=eyJzIjoidUZRY0JSZGF5cWk3VmZHNGpvVF9EOGtOMDRNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjE0OWMzZTU0MjdkYzRlMTJiZDFjYmYyOTAwZTgyNDczXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |