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| **Chapter Name**  | Central Indiana |
| **Chapter Number (ex. CH0000)**  | CH5010 |
| **Chapter Location (City, State)**  | Indianapolis, IN |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Michelle Baker |
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| **Phone Number:**  | (317) - 701 - 5794 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [http://www.atdcentralindiana.org/](http://enotification.td.org/track/click/30530608/www.atdcentralindiana.org?p=eyJzIjoiQlFVQzl0ZmRuOG52NHpvYTNLSy1IaWNadUo0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZGNlbnRyYWxpbmRpYW5hLm9yZ1xcXC9cIixcImlkXCI6XCJiNmRjMjhhYTRhNDE0NDdiOTY4NTI5OGFmNzczZDUxNVwiLFwidXJsX2lkc1wiOltcIjU4NGRhZmQ0ZDVlMzk1ZThmODY1YjNkNmE5N2JlNmI0ODNkNzRjMjlcIl19In0) |
| **Submission Title:**  | Recruit> Engage> Retain: Strategic Planning Retreat Agenda |
| **Submission Description:**  | In 2016, we implemented this focused agenda for strategic planning. It enabled us to achieve 100% of our 2016 goals in 6 months, and we are on track to do the same this year! |
| **Need(s) Addressed? Please be specific.**  | Our chapter had gone through a rough period (2013-2014) and as we got a stronger board we did our usual, annual planning retreat, but we didn't have a lot of direction. We would do a "brain dump" but would then walk away with a "to do" list without any accountability or way to measure our goals. Our need was to figure out how to focus our retreat agenda to achieve our goals. |
| **What is your chapter's mission?**  | Empower professionals to develop talent in the workplace. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | In 2016, we created a very focused retreat agenda for our board, and came away with 3 goals, 3 things we wanted to do and made that our sole agenda. This agenda was "1) Recruit New Members, 2) Engage New Members, and 3) Retain Members". If something didn't support one of those three goals, it was placed on the "nice to have" list. |
| **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.**  | It is the same mission. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | The board benefited the most from this effort because it provided incredible focus. |
| **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)**  | No additional costs/resources outside of our normal budget for the annual retreat. |
| **How did you implement: (please give a brief description)**  | In 2016, we focused and set our agenda around 3 things we wanted to do (recruit new members, engage new members, retain members) and made that our agenda. We then focused on specifics on how to accomplish and measure those 3 things. Any item that came up, that did not support those 3 things, was put aside. |
| **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 found that by focusing on three things - and only three things - we were able to focus all our attention on building accountability and build in methods to measure our progress/success against these goals. In the end, we were able to accomplish all our goals by June (or at least in progress by June), even though our goals were quite aggressive. We've done this again for 2017 and again, we have the same results. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | We learned that by doing this, we could accomplish our goals early we could then focus on the "secondary" list of "nice to have" goals. |
| **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.):**  | N/A |
| **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=eyJzIjoiM184UjIwbUtjSTJ4alEtV19ST2pzSWdkNm0wIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImI2ZGMyOGFhNGE0MTQ0N2I5Njg1Mjk4YWY3NzNkNTE1XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |