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| **Chapter Name** | Central Iowa |
| **Chapter Number (ex. CH0000)** | CH6013 |
| **Chapter Location (City, State)** | Des Moines, IA |
| **Chapter Membership Size** | Medium (101 - 300) |
| **Contact Person for this Submission:** | Alan Feirer |
| **Email Address:** | [alan@groupdynamic.net](mailto:alan@groupdynamic.net) |
| **Phone Number:** | (515) - 468 - 1969 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | <http://www.astdiowa.org> |
| **Submission Title:** | The Disney Institute |
| **Submission Description:** | We hosted the Disney Institute in September, and had record turnout for a Chapter-sponsored event. We sold out, with 250 participants. |
| **Need(s) Addressed? Please be specific.** | -We need to foster community by elevating the profile of quality training. -We need to develop partnerships and processes to hold large-scale events. -We need to be creative in getting the word out on our branding. |
| **What is your chapter's mission?** | We strengthen our members’ ability to empower growth within their organizations by fostering community and providing quality resources and learning experiences. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Disney Institute provides quality resources (content) and a quality learning experience (the skilled facilitation). |
| **National ATD's mission is to "empower professionals to develop knowledge & skills successfully". How does this submission align with ATD's mission? Please provide specific examples.** | The content of the session - Disney's Approach to Business Excellence - provided tools that members have used (we have anecdotal evidence of this) in several ways, including: -at least one member who used Disney's process to hire and onboard a new employee -the "box-defining" strategic planning model; in fact, our 2015 board used this process |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our chapter (and national) benefits from the publicity - both paid and free media got our new brand and our board's efforts in the news in partnership with credible outlets.  Our members benefit from the quality training.  Our local business community benefited from the training, and also saw in action the value of quality training experiences.  Our board benefited from a new partnership and from the experience of hiring a marketing firm. |
| **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)** | Costwise, the institute cost about $60,000, and the marketing firm cost was $20,000. We procured sponsors and partnerships totaling about $10,000. After registration came in, we profited about $5000.  Our chapter administrator spent 15-20 hours total on the event, and the board president invested about 60 hours.  DMACC Business Resources, our facilities host, donated about 120 person-hours, and we are so grateful to them. |
| **How did you implement: (please give a brief description)** | The content of the session - Disney's Approach to Business Excellence - provided tools that members have used (we have anecdotal evidence of this) in several ways, including: -at least one member who used Disney's process to hire and onboard a new employee -the "box-defining" strategic planning model; in fact, our 2015 board used this process  Our chapter (and national) benefits from the publicity - both paid and free media got our new brand and our board's efforts in the news in partnership with credible outlets.  Our members benefit from the quality training.  Our local business community benefited from the training, and also saw in action the value of quality training experiences.  Our board benefited from a new partnership and from the experience of hiring a marketing firm. |
| **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 profited by about $5000, and the satisfaction levels were VERY high - see attached document.  Our board president was on local television, local radio, in the leading business publication in Central Iowa, and our print advertisements were also in that publication. Also, the leading economic development consortium featured us in their member mailings. It is fair to say that our publicity, and therefore our rebranding efforts, reached over 20,000 people. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Clarify facility capacity before setting enrollment cap. Ask for sponsorships from corporations' marketing departments during the PREVIOUS calendar year. Leave no money on the table; we could have charged a fee of at least $50 more than we did, and still sold 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.):** | Dawn O'Connor, our chapter administrator made this very possible. Our board president made this a pet project, and took the lead. Our new partnership with DMACC Business Resources was invaluable. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [Disney Institute Financials.xlsx](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD02OSZlbD1lbGVtZW50XzE2) |
| **additional supporting documents:** | [G0656890 ASTD Central Iowa 9.16.14.pdf](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD02OSZlbD1lbGVtZW50XzIy) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | We've done it before. :) |

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