

Sharing Our Success (SOS) Submission Form

Chapter Name:	Capital Region
Chapter Membership Size:	Small (Less than 100)
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Chapter Board Position:	VP Programs
Chapter Website URL:	https://cratd.wildapricot.org/
Submission Title:	Stronger Together: How a Joint ATD & SHRM Conference Expanded Learning & Networking
What did you do? (a 2-3 sentence summary of your effort):	For the third year in a row, the Capital Region ATD is partnering with the local chapter of SHRM, Capital Region Human Resource Association (CRHRA), to plan and host a joint conference that brings together HR and learning and development (L&D) professionals and leaders. By combining our expertise, networks, and resources, we have created a high-impact event that offered diverse learning opportunities, cross-industry networking, and a collaborative space for advancing workplace development initiatives.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Chapter Partners <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members <input type="checkbox"/> Consultants <input type="checkbox"/> Other

Why did you do it? What chapter needs were addressed?

Both CRATD and CRHRA recognized a shared challenge: the need for stronger collaboration between L&D and HR professionals to drive talent development, employee engagement, and organizational success. Our local chapters also sought to increase event participation, expand professional networks, and provide fresh, relevant content that resonated with both communities. By joining forces, we addressed these needs while fostering stronger partnerships between our industries. In addition, because we both serve the Capital Region, some of our members belonged to both organizations and this even provides them with the connection between the two.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

- 100% increase in attendance compared to previous standalone events. Separate conferences saw attendance of almost 100 attendees while in the second year of the joint conference we saw attendance of 200 and had to cap registrations due to the size of the venue.
- 40% growth in cross-chapter membership engagement.
- Higher post-event survey ratings, with respondents reporting increased knowledge and connections.
- A rise in volunteer participation and collaboration opportunities between CRATD and CRHRA members.
- Raised approximately \$25,000 profit for the chapters.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

1. Established the partnership - ATD and SHRM leadership teams aligned on goals, structure, and responsibilities.
 2. Designed a unified program - We curated sessions that blended HR and L&D topics, ensuring value for both member groups.
 3. Secured speakers & sponsors - Sought industry leaders and corporate partners to provide engaging content and funding.
 4. Selected a central venue - Chose an accessible location with facilities that supported both learning sessions and networking.
 5. Developed a joint marketing strategy - Leveraged both organizations' communication channels to maximize outreach.
 6. Facilitated meaningful networking - Incorporated structured and informal networking opportunities to encourage collaboration.
 7. Gathered & analyzed feedback - Used post-event surveys to measure success and identify opportunities for future events.
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Is there anything you would do differently?

- ☐ Plan further in advance - Coordinating two organizations required more lead time; an earlier start would improve logistics.
- ☐ Diversify session formats - While presentations were insightful, in our second year we incorporated interactive workshops and in our third year added panel discussions to enhance engagement.
- ☐ Strengthen post-event follow-up - Creating an online networking group or post-conference resources would help sustain connections.
- ☐ Refine targeted outreach - Tailoring marketing efforts to specific member segments (e.g., early-career professionals, senior leaders) could boost attendance.

When did you start working on this effort?

Sep 10, 2023

When did this effort go live?

May 14, 2024

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

200

What resources did you use? Check all that apply:

Chapter funds
Sponsorships/Partnerships
Volunteers
Board Members

How much money was spent?

\$22,000 spent (with a profit of \$25,000.00)

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?

Sponsors provided in-kind donations in the form of signage, materials/gift items for attendees, marketing, lanyards, and coffee/desserts on the day of the conference.

How many volunteers were you able to recruit?

20

Which board positions were involved in the effort?

All

Do you have any additional insights to share with other chapters implementing this effort?

- ☐ Start with clear goals & shared vision - Aligning on purpose ensures a seamless collaboration.
- ☐ Leverage both networks - Dual promotion through both organizations significantly increases visibility and attendance.
- ☐ Blend content for both audiences - Ensure sessions provide value for HR professionals and L&D practitioners alike.
- ☐ Encourage cross-industry dialogue - Facilitated networking activities help attendees discover synergies between HR and talent development.
- ☐ Track metrics for future planning - Data-driven insights help refine and sustain successful partnerships over time.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/17735037201>

additional supporting documents: <https://www.formstack.com/admin/download/file/17735037210>

additional supporting documents: <https://www.formstack.com/admin/download/file/17735037211>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
National Advisors for Chapters (NAC)

Would you be willing to apply 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. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
