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| **Chapter Name** | ATD Hawaii Chapter |
| **Chapter Number (ex. CH0000)** | CH8008 |
| **Chapter Location (City, State)** | Honolulu, Hawaii |
| **Chapter Membership Size** | Small (Less than 100) |
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| **Phone Number:** | (808) - 722 - 9100 |
| **Chapter Board Position:** | Past President |
| **Chapter Website URL:** | [https://www.atdhawaii.org/](http://enotification.td.org/track/click/30530608/www.atdhawaii.org?p=eyJzIjoiWGh5NERxTDRaN05mNWNUV2ZaVW9kN1EzZkRNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3d3dy5hdGRoYXdhaWkub3JnXFxcL1wiLFwiaWRcIjpcIjllOWIwNzRmNjkzYzRlMTJhZDJlZjdjM2UwNTViY2M2XCIsXCJ1cmxfaWRzXCI6W1wiM2NmYzBjMjM3ODI0MGM5ZGU5MWE0ZWI3ZDRjYTMzYjdlMjRhMDdhZVwiXX0ifQ) |
| **Submission Title:** | Our Learning Voyage! |
| **Submission Description:** | In 2017, we noticed that we were averaging a higher than normal no-show rate. We recognized that our free and/or low cost learning programs were inadvertently creating a situation where our members could register then opt to not attend without any consequences. At our worst point, we reached a 39% no show rate. The high amount of no-shows began to impact our facilitators, our room costs, and limited the amount of networking opportunities for our members who did attend programs.   The board identified two options, one would be to penalize those who registered and did not attend. The second would be to reward those who did attend. Since our members are truly our customers, we naturally chose to go with option two. After attending the ALC Conference in October 2017, our President, Ai Tanaka, was able to share our situation with other ATD chapters. It was there she saw the presentation “WOW Your Members by Planning an Entire Year of Programs,” and the idea for the journey map was born!  After several iterations, ATD Hawaii launched the ‘2018 Our Learning Voyage’ map. Twelve learning programs, each with a direct tie to an ATD AOE, were organized. A map paying tribute to Hawaii’s unique culture was designed to display the voyage from learning program to learning program. A stamping feature to encourage attendance at events and lower no-show rates was incorporated. Lastly, we weaved in concepts of our President’s annual message to demonstrate our chapter’s alignment and cohesion.   The board was not done yet. In order to ensure our root issue of high no-shows was addressed, the board opted to place the journey map on our website so every member would continue to be encouraged to attend events. To avoid misplacement, we also offered to transport the journey maps to every event so members would not have to worry about bringing them. Finally, we offered an amazing prize. All members who receive seven or more stamps would be entered into a drawing for free annual ATD Hawaii Chapter membership for themselves and a colleague of their choice, a $110 value. |
| **Need(s) Addressed? Please be specific.** | Our primary need was to address our higher than normal no-show rate. The last six events in 2017 averaged a no-show rate of 34%. We planned an entire year of programs and created the journey map to give our members an idea of what programs lay ahead. We also used it as a way to incentivize our members to attend programs. |
| **What is your chapter's mission?** | The mission of the ATD Hawaii Chapter is to foster a collaborative community, sharing knowledge and resources to achieve greater effectiveness. Hawaii is unique in that we are separated by a large body of water, as a result our resources are fewer. At the ATD Hawaii Chapter, we strive to overcome this challenge by capitalizing on our community resources (people, organizations, and culture. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Although it wasn’t our intention, our journey map truly became the artwork of our mission. It started as a means to generate excitement about the year and spur on attendance at events, and morphed into a visual representation of what makes Hawaii so special. The ocean (distance) that separates our islands is overcome through knowledge and resource sharing. By rewarding participation we in turn generate networking, collaboration and a sense of commonality (community). Those aspects of our journey map tie directly into our mission. |
| **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.** | Collaboration, idea sharing, and networking are major components to empowering professionals to develop talent. Since our programs were seeing high no-show rates, we worried that the members who did attend were not receiving the full benefit of attendance. With the addition of our journey map and the impact to attendance, our members are now gaining an abundance of value and are better equipped to return to their sponsors, employers, and clients and provide robust talent development solutions. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our members are our primary driving force behind our programs and initiatives and they are benefiting tremendously from the journey map process. Being able to see 12-months worth of learning at a glance easily allows them to decipher whether they will realize the full benefit of their membership dues or not. Additionally by generating more interest in our programs, we are impacting our surrounding community since more learning and collaboration generally result is greater opportunity for everyone. |
| **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)** | We did spend a lot of volunteer board hours on the journey map. Our VP of Events organized an entire year of learning in little under a month. She spent countless hours identifying speakers, securing time slots, and identifying venues. Our VP of Marketing contributed many hours to creating the journey map and we did go through several iterations before we settled on our final product. However the time was well spent and because the process of the journey map was ironed out this year, we will have an efficient process to follow in subsequent years to come and the planning will require less time spent. |
| **How did you implement: (please give a brief description)** | Implementation occurred in two waves, web and in-person. In order to be ready for the influx of interest, we posted our journey map to our website before we launched it in-person. We wanted our members to quickly be able to access the information the moment they became interested and didn’t want to lose momentum by having them wait till we had time to publish the information online. We also shared the journey map with our members at our first event of the year. We had a special table dedicated to the journey map process so we could engage our members in the new concept without slowing down registration and seating. Members also got an overview of the journey map at the start of the program. We will continue to have our special table and journey map info-graphic at every event. |
| **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.)** | When the journey map was launched we received a great deal of positive comments from our membership. Our records indicated that we generated 9 new/renewal memberships within the first month of our journey map launch! That equated to a $495 boost in membership fee revenue for the chapter. We also believe that the map will help lower our no-show rates as our members are more inclined to attend events and receive their completion stamps. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Plan, plan, plan. The idea of the journey map was spawned from the ALC conference in October, so by the time we began fiddling with the product creation and securing the content, we were already late in 2017. As a result we had to scramble extremely hard to pull the 12-month program together in time to launch the journey map to our membership at our January meeting. |
| **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.):** | ALC Conference workshop "WOW Your Members by Planning an Entire Year of Programs" and ATD Bay Colonies visual sample. |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Our Learning Voyage - Website Version 012918 (1).pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiN0hLbEczM0xQdHNDNGpJTU9IUmo1OGZPQTgwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOakltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI5ZTliMDc0ZjY5M2M0ZTEyYWQyZWY3YzNlMDU1YmNjNlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | ALC Conference |
| **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=eyJzIjoiQUsxa01maXQwRlVRUXVWUkFVdTBaUGtJTUhNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjllOWIwNzRmNjkzYzRlMTJhZDJlZjdjM2UwNTViY2M2XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |