**SOS Submission: Northeast Wisconsin Chapter  
SOS Title: Changing Venues – Improving the Community**

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| **Submission Date: March 21, 2016** **Chapter Name: Northeastern Wisconsin**  **Chapter ID: CH5119** **Chapter Location: Appleton, WI** **Chapter Membership Size: 60** | **Contact for this Submission: Brooke Koch** **Email Address: brooke.koch@schencks.com** **Phone Number: 920-996-1391**  **Chapter Title: Treasurer** **Chapter Website URL: www.newatd.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:** Move Program Venue and Board Meeting Venue from Cambria Suites (Local Hotel) to a local Non-Profit Organization (Goodwill NCW)

**Need(s) addressed (please be specific):** This addressed a financial need in terms of drastically reducing our financial burden for catering and venue costs. By reallocating these costs, we can achieve our 2016 focus of bringing our members more valuable learning programs with a strategic focus that involve both local and national talent.

It also allowed us to create more community awareness around Goodwill NCW’s mission. Participants who come to our events are welcomed to take a tour of Goodwill NCW’s facility and the various programs that they provide to the community. We also encourage members to “give back” by asking our members to bring any items they have to donate to each chapter event.

Goodwill NCW’s facilities are much more accessible to technology, and will allow our presenters to utilize more technology in their presentations and allow us to offer more programming surrounding the technological aspects of talent development.

**What is your chapter’s mission?** Our chapter’s mission is to provide a forum for our members to network with other professionals facing similar successes and challenges and help to create lasting to partnerships with other others in similar fields. We will support our members with opportunities to develop both personally and professionally.

**How does this effort align with your chapter mission (Please provide specific examples)?** This effort allows the NEW ATD chapter to realign our costs to funnel these costs towards more valuable and strategic programming. These costs will be reallocated to financing a road trip to Kwik Trip’s Learning Facility, which is a local convenience store chain as well as our November event, in which we will be bringing in a nationally known speaker in partnership with the Fox Valley Chapter of Society for Human Resource Management (FVSHRM). This aligns with our mission of aiding our members in creating lasting partnerships with other professional in similar fields. We also believe, by providing more relevant and desired programming, we will experience an increase in our local and national membership levels.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?**

Target Audience (Who will benefit/has benefited?): Members will benefit by receiving more benefits of being in the NEW ATD Chapter by the reallocation of costs towards our programming budget and our increased focus on providing programming that is more diverse, strategic, and features more local and national talent.

We also feel that Goodwill NCW will benefit by increased exposure to their mission and the valuable programs they provide in the Northcentral Wisconsin community. Members will get an opportunity to bring in donations, take a tour of the Goodwill NCW facility and the programs they offer (much more than the retail store we all are familiar with!). As a Chapter, we will be also providing them with a charitable contribution at the end of the year for the usage of their facilities, which ties in with ATD’s community involvement focus.

**Costs/Resource 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 had to adjust our website to indicate that our programs are supported by Goodwill NCW. We also adjusted our informational e-mails and reminders on programs to include verbiage regarding the new site as well as encouraging members to bring any donations. Our program director also had to buy some materials and non-perishable food to keep on site for our members (granola bars, fruit juices, serving bowls/platters, napkins, plastic utensils) at a local bulk membership store. While we will still provide fresh fruit and bagels from local vendors, we had to supplement with other breakfast nutrition.

All in all, the resources expended were very minimal in nature.

**How did you implement?** Being that three of our board members are Goodwill NCW team members, it was relatively easy to implement as they were able to internally book meeting rooms for our board meetings and programs. We are also able to store our non-perishable food onsite, which aides in the ease of providing food at our breakfast programs.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)* Our 2015 catering/revenue costs were $4,159.06, which was our largest expenditure. By moving our board meetings and program venues to Goodwill NCW, our facility costs will be zero (0). Our catering costs will be significantly reduced as well, as we were paying $9.95/person for hot breakfast. When analyzing our members, we found that most individuals did not eat either eat breakfast, or for those that did, they typically only ate a small portion – which to us, signifies that offering a hot breakfast was not important to our members. Our catering costs were approximately $100/program for food. We are providing fresh fruit, bagels/muffins, water/juice and granola bars at Goodwill NCW, which costs us approximately $30/program. We anticipate a savings on venue costs from approximately $4k to $1000/year (if we include our October networking event, which will be held at a local restaurant.)

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort) We encourage other chapters to investigate any non-profits in their communities that may allow them to utilize event space for minimal cost. Of course, before a change is made, do research about the impact on their members in terms of benefits offered, location, size, technological aspects of the event space, etc. We did thorough research before making a change.*

**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.):**

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website

X Other

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? Not at this juncture.**

**\*Participating chapters receive up to two complimentary registrations for presenters.**

***Please email completed forms to*** [***SOS@td.org***](mailto:SOS@astd.org) ***along with any supporting documents.***