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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 - 349) |
| **Contact Person for this Submission:** | Bryan Martin |
| **Email Address:** | [educationb@atdiowa.org](mailto:educationb@atdiowa.org) |
| **Phone Number:** | (515) - 707 - 1051 |
| **Chapter Board Position:** | Co-VP, Education |
| **Chapter Website URL:** | <https://www.atdiowa.org> |
| **Submission Title:** | TD Educational Webinars: ebooks |
| **Submission Description:** | We do not have a past-president role; however, this year we started to have out-going presidents now be a part of the Education committee in a specific role as ATD National Liaasson to help chapter members see the relationship, tools, and resources (perks/benefits) between ATD National and our local chapter. This year, we created two webinars called "Talent Development Education: eBooks with Alan". Our out-going 2014 President, Alan Fierer, was tasked to have interactive webinar discussions and conversations with chapter members on the following ATD National Educational items: Integrated Talent Management & Brain Friendly Workplace; which, were ATD National resources showcased via ATD National. We're really trying to show our local members the value of being both a local member and a National member. The webinars Alan presented had a total of 35 local members attend. We typically average 15-20 members at an event so 35 is a great number for us! The survey/feedback results were very positive and our local members thought it was a great reminder that we're apart of a much bigger organization; ATD National. The tools and resources that ATD National can provide is endless - and worth the price of membership. We will be continuing with this momentum next year and will be even more prepared to start tracking and showing how many people attended that is not a current ATD National member all to increase our power membership and CARE requirements. Thank you! -Bryan Martin |
| **Need(s) Addressed? Please be specific.** | Tie local ATD Central Iowa to ATD National. Increase ATD National awareness to our local ATD Central Iowa members. Increase power member CARE requirements. |
| **What is your chapter's mission?** | To provide strategic partnerships that assist in creating innovative solutions that link workplace learning and performance to organizational results. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | We have provided a strategic partnership with ATD National by educating (creating innovative solutions) our local members about the tools and resources ATD National can provide as a power member. |
| **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.** | We showcased ATD National resources to empower our local members; especially, to become power members. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Non-ATD National members (local chapter only). |
| **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)** | Our webinar resource was through GoToMeeting and was provided to us at no cost in partnership with Chris Mason at Merit Resources. |
| **How did you implement: (please give a brief description)** | We knew tying our local members to our ATD National chapter was critical; especially with the brand change - this was the time. Implementing was easy once we decided to showcase ATD National resources. |
| **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.)** | There are many resources on ATD Nationals website. ATD National also provides an abundance of webinars; however, the webinars are from "complete strangers". We saw a positive turn out in attendance because the ATD National tools and resources webinar was presented and hosted by a local ATD Central Iowa chapter member; not to mention the most recent past president. The financial gains will be tracked next year once we can see our membership reports - hoping to show we had non-ATD National members join ATD National as well as keep their local membership current. No criticism was received via level 1 surveys - all positive comments. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Immediately start tracking, formally, the membership report to see who, in the last year, has joined ATD National. Choose a very easy tool/resource that an array of members can relate to. Do not be too specific with the topic from ATD National. Also, at the beginning of the webinar, we showcased the website in general and how to navigate the ATD National website; as, it can be overwhelming with the amount of information is available to ATD National members. |
| **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.):** | The 2015 Education committee and 2014 past president. We gambled with these webinar events and they yielded popular to our members.   \*\*\*I do not have any items to attach; however, we did record the webinars. Do to the large space it takes to deliver a recorded webinar, we would need to house it on a server; which, is on docet for 2016 to look into\*\*\* |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | We ask at every monthly board meeting if anybody has an SOS. |