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| **Chapter Name**  | Central Ohio ATD |
| **Chapter Number (ex. CH0000)**  | CH3071 |
| **Chapter Location (City, State)**  | Columbus, OH |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Mary Schenck |
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| **Phone Number:**  | (563) - 505 - 6977 |
| **Chapter Board Position:**  | Vice President Professional Development |
| **Chapter Website URL:**  | [https://centralohioatd.org/](http://enotification.td.org/track/click/30530608/centralohioatd.org?p=eyJzIjoiNjhvTnRha2Y1cnFPcXlMV0YwVXNvQkVIak5VIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2NlbnRyYWxvaGlvYXRkLm9yZ1xcXC9cIixcImlkXCI6XCI3ZGQwNzQ2MDRhZDY0NDBlOGE3YjVlZGQ0MGZjMWY3YVwiLFwidXJsX2lkc1wiOltcIjc2MDJmYmMyN2QxMTg1NzhhMDZlZmFlMzE3MmJjMDZjZDY4OThkOGFcIl19In0) |
| **Submission Title:**  | Annual Learning Technologies and Design Conference SOP |
| **Submission Description:**  | Our chapter hosted a Learning Technology and Design Event September 2018. This is a Standard Operating Procedure we followed as we planned, held and debriefed the event. |
| **Need(s) Addressed? Please be specific.**  | This event addressed the following needs:1) Build learning technology capabilities 2) Support multiple levels of competence with learning technology creating an agenda with beginner to advanced breakout sessions3) Networking opportunities for participants |
| **What is your chapter's mission?**  | We help our communities work better by providing exceptional workplace learning and performance resources and experiences. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | This event aligns to our chapter's mission in the follow ways:-vetting presenters to secure the most exceptional presenters and topics-all participants were provided the presentation material to continue their learning and application of their new technology skills-an event app was used to help participants select breakouts, download materials and complete a post event survey to measure their satisfaction with the experience-a committee of members and Technology SIG was created and worked together to create the event. This helps us leverage local talent from local workplaces. |
| **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.**  | Our annual conference aligned with ATD's mission in the following ways:-our attendance increased by 7% from the previous year reaching 110 local professionals -Several breakout sessions were offered to empower participants to select the topics that align to their needs and goals-We leveraged local talent who participants can connect and network with for ongoing learning-Our Technology SIG was promoted to empower attendees to join for ongoing learning and workplace application |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Our target audiences were:-Chapter Members-Corporate Members -Event Sponsors and Chapter Sponsors-Non-members in the Talent Development profession |
| **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)**  | Estimated Volunteer Hours: 10 committee members regularly attending 10-60 minute planning meetings and breakout session facilitation (6,000 hours) - recruited volunteers from Tech SIGSecured 3 event sponsorships totaling $1500 - Incoming Board President reached out to secure sponsorsSecured venue and meals through COATD account - Approx. $7200 for 110 attendeesDoor prizes were donated by event sponsors. Journals, 2 $25 Amazon Gift Cards, Smartphone Cinema Starter KitCentral Ohio ATD also give Lunch Bags to all attending $400 and door prizes for end of day $500Secured registration revenue - Approx. $12500 |
| **How did you implement: (please give a brief description)**  | We started by securing location and venue. Then recruited a planning committee and began designing the event assigning tasks to members on the committee. We met weekly, created a logistics checklist (included) to keep us on track with our tasks. A member of the committee designed a ppt. template for our speakers to use for consistent formatting |
| **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.)**  | Financial Gains of approximate $7500.00 from registration fee52% return on evaluation with 95% rating the conference as good to excellentBranding of the event, monthly meetings with committee and a 7% participation growth over the previous year provided a lot of publicity for our chapter.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Start early.Recruit the right committee membersCreate a logistics spreadsheet to stay on trackReview presentations prior to ConferenceTest Conference App well ahead of timeWhile we had a lot of breakouts, some felt it was too many so we will reduce this for next year |
| **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.):**  | I probably should have relied on this resources more. We did use our ATD competency model as a guide to selecting breakouts and the by-laws to ensure we were staying within the guidelines.  |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Samantha Herman,** sherman@td.org**)**  |  [Tech Day Logistics CheckList.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiZUNVdm14bm9FWHFrdVhnWU1hekIxOHVvTDY0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRE1tWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI3ZGQwNzQ2MDRhZDY0NDBlOGE3YjVlZGQ0MGZjMWY3YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [COATD Updated 2018 Event .pptx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiR25PblJ0Mlp3Wl8zemwtTGxDeUlFb1dTV2RFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRE1tWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI3ZGQwNzQ2MDRhZDY0NDBlOGE3YjVlZGQ0MGZjMWY3YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Tech Day SCRIPT AND AGENDA FINAL.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoid2JZczN0cHVuZENsUFdJN2VobV9hZHdRN0lJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRE1tWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCI3ZGQwNzQ2MDRhZDY0NDBlOGE3YjVlZGQ0MGZjMWY3YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [Techday Evaluation Summary.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiRWlkczdhMEpKS0VPdUJMWFFjUU93b3hTTGNNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRE1tWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCI3ZGQwNzQ2MDRhZDY0NDBlOGE3YjVlZGQ0MGZjMWY3YVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Found SOS on ATD website |
| **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=eyJzIjoicnl1alU2ei0xSy12R2xkTXV1UGZ1RW1jUVlRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjdkZDA3NDYwNGFkNjQ0MGU4YTdiNWVkZDQwZmMxZjdhXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |