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| **Chapter Name** | ATD Florida Suncoast |
| **Chapter Number (ex. CH0000)** | CH9063 |
| **Chapter Location (City, State)** | Tampa, Florida |
| **Chapter Membership Size** | Medium |
| **Contact Person for this Submission:** | Kari Knisely |
| **Email Address:** | [secretary@atdsuncoast.org](mailto:secretary@atdsuncoast.org) |
| **Phone Number:** | 727-710-2480 |
| **Chapter Board Position:** | Secretary |
| **Chapter Website URL:** | [www.atdsuncoast.org](http://www.atdsuncoast.org) |
| **Submission Title:** | Partnering with the EDC |
| **Submission Description:** | Partnering with the local Economic Development Corporation (or Forum) to cross-sell ATD Chapter membership and benefits to local businesses while also supporting the EDC at the same time. |
| **Need(s) Addressed? Please be specific.** | While we didn’t start with a specific need, the opportunity to |
| **What is your chapter's mission?** | The ATD Florida Suncoast Chapter, Inc. provides its members with the knowledge, skills, tools, and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of talent development, workplace learning, and performance. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort aligns with our chapter mission by delivering “exceptional value to organizations” in our local market who are either expanding, or who have relocated to the area, and were previously unaware of what we have to offer. Specifically, we have participated in several corporate luncheons sponsored by the Tampa Bay Economic Forum (EDC) to be introduced to local companies which has resulted in several new connections and one new sponsorship (Troy University). Additionally, we have participated in the EDC’s annual meeting where we have connected to several more companies (new to us) as well as individual members. We are continuing on building these relationships and fully expect to be able to continue to grow and share who we are and spread the word about ATD at both the local and “national” levels. |
| **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.** | The answer here is much the same as above. By participating with the EDC, we have connected with over two dozen recruiters, local universities, colleges, and other professional organizations which has resulted in at least a dozen new members, a new sponsor, and ongoing relationships that have yielded an ongoing invite to our members to attend Workforce Collaborative Events via St Pete College. These events are passed along to members via our weekly newsletter. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members |
| **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)** | The only resource is time. Someone from the Board must take the time once a quarter to participate in a luncheon which is about 2 hours long. The EDC Annual Meeting is an after-hours event which is optional but has been beneficial for those who have attended. |
| **How did you implement: (please give a brief description)** | We were approached by the EDC with an offer to attend a luncheon. We did not seek out this opportunity, in fact, we were not aware of this group until we received the invitation. While we were not sure where this initial invite might take us, we have now attended 4 luncheons and one annual meeting.  The luncheons are arranged by the EDC and are held either at the EDC offices or at the company’s office. At these luncheons, the company is introduced to the attendees and vice-versa. Photos are taken and press releases are issued after the fact.  In the case of the annual meeting, we opted to buy a “table” for the annual meeting ($1000) which allowed up to 8 Board members to attend a fun evening of networking and dinner (we could have sent just one board member for a small fee). This gave us space in the program for advertising and we made the most of our networking opportunities as we met quite a few new companies and were able to share the ATD message.  We realize that calculating a total “benefit” might take years, getting our name out in the larger community has raised our chapter profile quite a bit and we have had several new groups approach us for more information and potential partnerships (St Pete College, Helios Education Foundation).  While this opportunity landed in our lap, we strongly recommend that other chapters investigate their local EDC groups (the name varies from state to state and city to city) and get involved. |
| **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.)** | 10 new members @ $65/membership = $650 (renewals have not come up yet)  1 new sponsor @ $500 \* 2 years (they renewed) = $1000 |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Make sure that everyone who attends has plenty of handouts, business cards, etc. for the chapter and are not afraid to speak up and network with everyone. We are ambassadors for ATD – not just locally, but internationally. |
| **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.):** | N/A |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Pictures of event](http://files.astd.org.s3.amazonaws.com/ChapterServices/%21CLC%20New%20Website/Resources/Sharing%20Our%20Success/SOS%20Success%20Stories/Professional%20Development/2018/EDC_RISE_2017Oct17.png) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Prior submissions |
| **If you selected "other", please explain your response.** | N/A |
| **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 |