**2012 SOS Submission: Greater Cleveland**

**“Paper Cuts” White Papers Reading Group**

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| **Chapter Name**  | Greater Cleveland ASTD |
| **Chapter Number (ex. CH0000)**  | CH3011 |
| **Chapter Location (City, State)**  | Cleveland, OH |
| **Chapter Membership Size**  | Medium (101 - 300) |
| **Contact Person for this Submission:**  | Shannon L. Hunt |
| **Email Address:**  | programs@astdcleve.org |
| **Phone Number:**  | (216) - 215 - 4374 |
| **Chapter Board Position:**  | Vice President of Programs |
| **Chapter Website URL:**  | <http://www.astdcleve.org/> |
| **Submission Title:**  | 'Paper Cuts' White Papers Reading Group  |
| **Submission Description:**  | The 'Paper Cuts' White Papers Reading Group is a monthly meeting where workplace learning and development professionals in the Greater Cleveland area read free white papers on various training-related topics and come together to discuss the material and network with each other. The cost of meeting attendance is free for Greater Cleveland ASTD members.  |
| **Need Addressed:**  | This program addressed the need to implement on-going cost effective professional development and networking opportunities for members. Meetings allow for the discussion of various workplace learning and performance topics in a more relaxed, casual setting and topics often focus on current trends in the field.  |
| **Does this effort align with your chapter's mission?**  | - Yes |
| **Does this submission align with ASTD's mission?**  | - Yes |
| **Target Audience:**  | Chapter members and non-members in the Greater Cleveland area who are professionals in the field of workplace learning & development.  |
| **Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)**  | Greater Cleveland ASTD member, Sarah Catherine Welty, is the one who initially conceived the idea and worked with then Greater Cleveland VP of Programs, Amy Cosgrove, and VP of Administration, Shannon Hunt, to bring the idea to the rest of the Board. Once approved, they worked to create the marketing message to send out to chapter contacts. Ms. Welty chooses the topic every month and researches the white papers that will be sent to meeting attendees to read in preparation for the meeting. Ms. Welty also facilitates the meetings every month; all of her time is donated. Costs involved are minimal as Ms. Welty utilizes local public libraries for meeting space and meeting announcements and invitations, including links to the white papers, are sent by the current VP of Programs, Shannon Hunt, via the chapter's Wild Apricot system.  |
| **How did you implement: (please give a brief description)**  | Ms. Welty creates a calendar of topics, many of which are based on both current trends in the field and from on-going feedback from meeting participants as to what topics they want to discuss. Ms. Welty then researches and chooses the free white papers that will enhance the discussion topic. The white pages links and meeting information are then sent to chapter contacts. Interested members and non-members alike RSVP through Wild Apricot. Marketing is done through Wild Apricot and LinkedIn.  |
| **What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)**  | Outcomes include increased visibility and publicity for the chapter as well as the participation of members who may not be able to attend monthly professional development programs due to cost. 'Paper Cuts' is also a value added component to chapter membership, as meeting attendance is free for chapter members. Attendance to 'Paper Cuts' also qualifies chapter members to receive Chapter Points. There has also been increased networking between the Greater Cleveland ASTD and Northeast Ohio ASTD chapters due to chapter reciprocity being offered and taken advantage of by NEOASTD members.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Meetings were originally held in a bakery/coffeehouse setting and noise was an issue. As such, meetings were successfully moved to local public library branches, which offered a more dedicated space with less noise and fewer interruptions. Members and non-members are required to RSVP to meetings and non-members are required to pay their $10 meeting fee prior to attending the meeting. This has cut down on the issue of meeting no shows.  |
| **Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.**  | Chapter marketing resources |

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