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| **Chapter Name** | Sacramento |
| **Chapter Number (ex. CH0000)** | CH8049 |
| **Chapter Location (City, State)** | Sacramento, CA |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Michele Mariscal |
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| **Phone Number:** | 916-364-1281 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | http://www.astdsac.org/ |
| **Submission Title:** | Big Give CA Programming Idea |
| **Submission Description:** | We designed this event to allow members to network and share tips, tools, and advice as a group. Via our marketing efforts, members were prepared to contribute one 60-second tip – a favorite piece of advice to share orally with the group (their favorite blog, the best app in 2015, a great book or article, a training tip). Our two Program Directors enforced the 60-second limit and were dressed as referees, complete with whistles. This made the event fun, fast moving, and appreciated! (The referee uniforms also coordinated nicely with the upcoming Super Bowl.) |
| **Need(s) Addressed? Please be specific.** | As a first event of the year, it set the tone that this chapter is about collaboration. From a programming standpoint, it is an easy-to-implement event for new program directors. It took little preparation. It met the need for membership request for “member spotlight”, collaboration, and networking. |
| **What is your chapter's mission?** | The mission of the Sacramento Chapter of the ATD is to provide our members with professional development and networking opportunities with a local perspective. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This event sends a positive message to all our members (and non-members) that our chapter is interested in coming together to give something back to each other. This event had an emphasis on networking professionally and building a more collaborative organization. |
| **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.** | Successful workplaces encourage collaboration. This event allowed members to learn of many resources for personal and professional development. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | All chapter members, as well as non-members who may be visiting the chapter meeting to see if it is a fit for their needs, benefit from this event. |
| **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 two Program Directors ran the event and acted as emcees. We got the meeting space via a sponsorship agreement, and the registration fee was low and designed to cover a low-cost pizza lunch. |
| **How did you implement: (please give a brief description)** | Advance registration marketing included the request to come prepared to share one new tip, blog, resource, etc. with fellow ATD members. Our Program Directors determined it would make it more fun to dress up in referee shirts and have whistles to keep the shares within the designated time limits and to allow all members to share. Each member stood up in turn when handed the microphone by the Program Directors, who moved through the room in random order. A scribe recorded all contributions, which was later made into a pdf and emailed to all who attended. |
| **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.)** | We gained 12 new members in a few weeks after this event. Regarding attendee response, 87% of the 63 participants at the event rated their satisfaction with the topic “very satisfied.” The Golden Gate chapter replicated our event, and we got a mention there for our idea/topic; this promoted collaboration between our two Northern California chapters. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Provide examples of what people might bring for their “give”; ask participants to be clear when introducing themselves so the scribe can attribute correctly; consider having two scribes to trade off every other share to capture all the information; encourage attendees to share from different categories (for instance, put a limit on how many blogs, books, tech tools can be shared) to promote diversity in the gives. |
| **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.):** | We plan monthly meetings with the intention of bringing members the latest information from the talent development field. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | 1. Marketing flyer 2. Evaluations 3. Final document provided to members after event |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | At the 2015 ALC conference |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Participating chapters receive up to two complimentary registrations for presenters.** | yes |

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