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| **Chapter Name**  | ATD New York City |
| **Chapter Number (ex. CH0000)**  | CH1026 |
| **Chapter Location (City, State)**  | New York City, New York |
| **Chapter Membership Size**  | Medium |
| **Contact Person for this Submission:**  | Greg Simpson |
| **Email Address:**  | gregory.simpson@atdnyc.org |
| **Phone Number:**  | 646-256-0357 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | https://atdnyc.org |
| **Submission Title:**  | Infographic on chapter and ATD content |
| **Submission Description:**  | Our infographic provides an interesting, engaging (visually) way to present information to our members as well as the Greater New York City talent development community. This infographic contains information about the ATD NYC Chapter and it references ATD content: articles, upcoming webcasts, upcoming conferences, etc. We see it as we way to better promote the chapter and ATD national. - They use the tracking feature in Wild Apricot to look at who receives, opens, and clicks from the newsletter. |
| **Need(s) Addressed? Please be specific.**  | 2018 is ATD NYC’s “Year of Experimentation.” For the first half of the year, we tried using a weekly recorded PowerPoint/video to convey the latest information on chapter events and ATD national information. Based on some analysis, we pivoted to a visual representation that allowed people to see everything in one glance. This is how we came up with an infographic as a medium/format. |
| **What is your chapter's mission?**  | Our mission is 1) to serve Greater New York City professionals with timely and relevant talent development programs, resources, and events so they can deliver strategic value to their stakeholders; 2) to expand their network of professional relationships; and 3) to enhance their career opportunities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Our infographic provides an interesting, engaging (visually) way to present information to our members as well as the Greater New York City talent development community. |
| **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.**  | Not only does the infographic contain information about the ATD NYC Chapter, it also references ATD content: articles, upcoming webcasts, upcoming conferences, etc. We see it as we way to better promote the chapter and ATD national. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Main target: ATD NYC membersSecondary target: Non-members in our contact list and visitors to our social channels. |
| **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)**  | We use Canva.com. We used their infographic template to design the original version and copy the previous week’s infographic as a starting point for the current week which saves time. Cost is in volunteer hours to update the weekly infographic and to post it to social channels. |
| **How did you implement: (please give a brief description)**  | 2018 is ATD NYC’s “Year of Experimentation.” For the first half of the year, we tried using a weekly recorded PowerPoint/video to convey the latest information on chapter events and ATD national information. Based on some analysis, we pivoted to a visual representation that allowed people to see everything in one glance.Once an infographic is created, it is saved as both a graphic and a pdf. The graphic is inserted into our weekly eblast email and it is then linked to the pdf version. The pdf version provides clickable content for easy access (saves time). |
| **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.)**  | The infographic created a lot of buzz. Engagement with the infographic (clicks) surpassed those of the previous videos. Within the infographic, we welcomed comments and suggestions for improvement and some of our members took us up on that by offering other infographic examples and suggested tweaks. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Our members prefer a quick visual to a short video. Ease of access to relevant information is important.Weekly is too time-consuming and the Board will be considering new timing.We were able to take advantage of the free content ATD provides (articles) and use them to increase exposure to ATD national benefits.Canva allows duplication of projects which makes updating easier (vs. re-creating from scratch each time).These inforgraphics make it easy to reflect on what we’ve accomplished since we began developing them. |
| **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.):**  | ATD Curated Content, other ATD info from td.org |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** sherman@td.org**)**  | Samples provided |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | ALC |
| **If you selected "other", please explain your response.**  |  |
| **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 |