

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** Hawkeye

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**Chapter Membership Size:** Small (Less than 100)

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**Chapter Contact Person:** MARCIE VAN NOTE

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**Email Address:** mlvannote@gmail.com

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**Phone Number:**

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**Chapter Board Position:** President, 2025

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**Chapter Website URL:** hawkeyeatd.org

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**Submission Title:** Fall Gathering: Igniting Learning & Development Excellence: Connect, Engage, & Thrive

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**What did you do? (a 2-3 sentence summary of your effort):** Throughout the year, our chapter prioritized connecting, engaging, and thriving by creating meaningful opportunities for members and non-members alike. By hosting an event that combined learning, networking, and a shared meal, we successfully fostered genuine connections, sparked active engagement, and helped our community thrive together. This gathering proved that bringing people together around common interests and good food is a powerful catalyst for building a stronger, more vibrant chapter.

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**Who benefitted from this effort (Target Audience) Check all that apply:**

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Potential Chapter Members
- Consultants

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**Why did you do it? What chapter needs were addressed?** We organized this event to bring together the Hawkeye ATD community in an environment that encouraged authentic networking and genuine connection. By creating a welcoming space where members and non-members could learn, share a meal, and enjoy themselves, we addressed the chapter's needs to grow our membership base while strengthening relationships within our existing community.

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**What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)**

While financial gains were not our primary goal, we achieved significant measurable outcomes in networking, professional knowledge-sharing, and member satisfaction. The success was evident through high engagement levels, with attendees actively participating in activities, networking throughout the event, and staying until the very end. Attendee feedback confirmed the impact: one participant shared, "I walked away with new friends and colleagues and practical, easy to implement ideas and resources to make my training sessions top notch," while another noted, "It provided me a few key ideas that I could take back and apply right away, as well as some topics I would like to explore more in the future." These testimonials demonstrate we met our goals of creating meaningful professional connections, delivering actionable learning content, and fostering a welcoming atmosphere that kept members engaged and satisfied.

We gained 3 new members from the event.

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**What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)**

We hosted the Fall Gathering at an enclosed park pavilion featuring a fireplace and kitchen, with the \$280 rental fee generously donated by a member. To keep costs minimal, we scheduled the event on a weeknight and relied heavily on member contributions. The program featured four real-world scenarios where participants worked in groups for 8 minutes to develop solutions, followed by a local expert who provided "10 tips in 10 minutes" specific to that scenario-covering topics like resiliency with failure, microlearning, hybrid learning environments, engaging diverse learners, and dealing with difficult classroom dynamics. We compiled all the expert tips into a take-home booklet for attendees. The event also included a soup cook-off where members and board members brought homemade soups, with attendees voting for their favorite to win a "golden ladle" award, an \$80 charcuterie board created by volunteers (donated), hot chocolate and hot apple cider for \$30, plates, plasticware, bowls, table covers and decorations were donated and a free book exchange where attendees could swap professional development books. This combination of interactive learning, donated venue and food, and minimal beverage costs created an engaging atmosphere while keeping total out-of-pocket expenses under \$350. Each participant was given a gift bag with a reminder of each of the 4 scenarios, inexpensive balls, hand clappers, "micro" pieces of candy, etc. the cost was \$30.

We had one sponsor for \$350

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<b>Is there anything you would do differently?</b>	This was a last minute addition to our events for the year, we will want to start earlier. We also may need a bigger pavilion, next time
<b>When did you start working on this effort?</b>	Aug 20, 2025
<b>When did this effort go live?</b>	Oct 23, 2025
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	45
<b>What resources did you use? Check all that apply:</b>	Sponsorships/Partnerships Volunteers Board Members
<b>Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?</b>	This event was supported primarily through in-kind donations, including the \$280 pavilion rental, the \$80 charcuterie board, and member-contributed soups for the cook-off. We also received monetary sponsorship from Mount Mercy University. Sponsors were solicited through direct outreach to local organizations and educational institutions with connections to our chapter members, emphasizing the opportunity to support professional development in the talent development community while gaining visibility among training and development professionals in the Hawkeye area.
<b>How many volunteers were you able to recruit?</b>	10 with most everyone staying to help with clean-up. Our members are the best.
<b>Which board positions were involved in the effort?</b>	President, President Elect, VP Marketing and Communication, VP's of Membership, VP Technology, VP of Events
<b>Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)</b>	<a href="https://www.formstack.com/admin/download/file/18960824771">https://www.formstack.com/admin/download/file/18960824771</a>
<b>additional supporting documents:</b>	<a href="https://www.formstack.com/admin/download/file/18960824779">https://www.formstack.com/admin/download/file/18960824779</a>

**additional supporting documents:** <https://www.formstack.com/admin/download/file/18960824780>

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**How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:** Chapter Leader  
Chapter Relations Manager (CRM)

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**Would you be willing to apply 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://td.org/alc). Selected session facilitators receive complimentary registration.** Yes

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