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| **Chapter Name** | ATD-Madison Area Chapter |
| **Chapter Number (ex. CH0000)** | CH5089 |
| **Chapter Location (City, State)** | Madison, WI |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Jennifer Stangl |
| **Email Address:** | [jennifer@cues.org](mailto:jennifer@cues.org) |
| **Phone Number:** | (608) - 333 - 6037 |
| **Chapter Board Position:** | President (until June 30, then Past President) |
| **Chapter Website URL:** | [http://www.atdmac.org](http://enotification.td.org/track/click/30530608/www.atdmac.org?p=eyJzIjoieFJBMk96a1VsTkhERUd0S285bmVqbDJpNzRnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZG1hYy5vcmdcIixcImlkXCI6XCI0NDZlNTEyNzNiMmU0ODFkYTNmZTFlZTZiMmUxZTg1OFwiLFwidXJsX2lkc1wiOltcImFlMjlhMjc1Y2M1MTgzMTNmYzZiNGFmZDhmZjE2ODkxYWVkMzM3NjZcIl19In0) |
| **Submission Title:** | State of the Chapter |
| **Submission Description:** | Each January we hold a State of the Chapter meeting for members and non-members. During the meeting, we do some networking activities, gather feedback from members and provide an update on the chapter. We have each board member provide an overview on topics like: members, upcoming board elections for the year, financials, etc.  We ask for a nominal registration fee ($10) so individuals don’t just register to attend and then not show up. We hold the event at our normal monthly meeting time but offer nicer snacks and beverages than we might otherwise have at an event. In 2018 we made a few adjustments to offer more opportunity to get feedback from our members. We did a living poll with some questions to gather feedback on membership and engagement in monthly events. We asked multiple choice questions, asking individuals to move to section of the room based on their answer – we had signs for A, B, C, etc. throughout the room. Then, when they moved, we had them discuss with those around them why they chose that answer. We then asked individuals to share out with the large group. This gave us information on why they were a member, what would entice them to bring someone else to a monthly event, what benefits they’d like to see with their membership, etc. We then kept them in their groups from the last question and gave them a few other questions to discuss and share out. These questions were more focused on their engagement in monthly events – what would you like to see for the Summer Social, What types of content would you like to see for monthly events, etc. This was a great way to get direct feedback from our members (in addition to our mid-year survey) and be able to ask follow up questions when they shared ideas. We also added some opportunities for small prizes during the meeting. We threw in some questions throughout the presentation and gave away prizes to those that could answer. The questions were focused on engaging members, specifically within our social media efforts. Examples of questions included: What was the last topic posted for the ATD-MAC blog? First person to show us they follow ATD-MAC on (social media site) …  Along with the small prizes, we always offer some larger giveaways. We hold drawings for a free chapter membership, a free chapter event, a free ATD Educational event, etc. |
| **Need(s) Addressed? Please be specific.** | Feedback from Members outside of annual survey  Updates on the Chapter (CARE) |
| **What is your chapter's mission?** | We believe in creating a community that works better. One that inspires and empowers professionals to develop themselves and others in the workplace. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | In order to empower professionals to develop themselves, we need to make sure we are providing resources that will support this. We do this through make sure our monthly events, membership benefits, etc. meet the needs of our members and provide opportunities for development. |
| **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.** | Along with our desire to help talent development professionals personally develop, we want to make sure we are giving them resources to help support their organizations. We do this through gathering direct feedback from our members at our State of the Chapter event to understand the issues they face in their work, what types of resources they see are lacking to support their work and how ATD-MAC can provide them with these resources. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | ATD Board Members in our planning and therefore the chapter as we create opportunities aligned with their needs and desires. |
| **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 had space for the event donated and purchased some food and beverages (less than $100) and small prizes (less than $10). We had the cost of offering a free chapter event and membership for prizes but those are indirect costs. We also used the Education Partnership to offer a free ATD Educational event |
| **How did you implement: (please give a brief description)** | To meet CARE we wanted to provide an update to our members but wanted to include an opportunity to engage more with them and get very direct feedback, not just from one event, but on their membership as a whole. We |
| **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.)** | Quality feedback from members on how to engage them with their membership, topics to offer for monthly programming. We also had 2 new board members join us (for this election cycle) from that meeting. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | This last year was our most effective (from the board perspective) State of the Chapter event as we received some very specific and quality feedback from our members. Focusing questions and having an event that allows us to not only share with but hear from our members has been great for engagement with the chapter. |
| **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.):** | CARE requirements Education Partnership |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [State of the Chapter Agenda.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiaFI2Qkt4VGQtQ1BRVlFjeFVEdnNCMXNScXg4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOelltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI0NDZlNTEyNzNiMmU0ODFkYTNmZTFlZTZiMmUxZTg1OFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Jan 2018 Drawing certificates.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiUERvcGE3alZ1RmlLOHF5N2I0NlVpeWJtRmJBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOelltWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI0NDZlNTEyNzNiMmU0ODFkYTNmZTFlZTZiMmUxZTg1OFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Found SOS on ATD website |
| **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=eyJzIjoiWFRCcWdZSW8xMlN5a2k1bEYzMGpZV0UwRTlVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjQ0NmU1MTI3M2IyZTQ4MWRhM2ZlMWVlNmIyZTFlODU4XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |