|  |  |
| --- | --- |
| **Chapter Name** | Pikes Peak ATD |
| **Chapter Number (ex. CH0000)** | CH6140 |
| **Chapter Location (City, State)** | Colorado Springs, CO |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Kitty Wooley |
| **Email Address:** | [kittywooley5@gmail.com](mailto:kittywooley5@gmail.com) |
| **Phone Number:** | (703) - 628 - 4779 |
| **Chapter Board Position:** | VP Communications |
| **Chapter Website URL:** | [http://tdpikespeak.org/](http://enotification.td.org/track/click/30530608/tdpikespeak.org?p=eyJzIjoiV0UzU1E5MExvRnVGN1hxZDFsLUtNMGo4THQwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRwaWtlc3BlYWsub3JnXFxcL1wiLFwiaWRcIjpcImM3NDM0ZDkwMzEyODRkNTRiNjgwMzUxNzg0ZTQyNmY0XCIsXCJ1cmxfaWRzXCI6W1wiZmViMzZiNDAzN2MyNWZhN2Y0YjZiMDM4ZTVjYTY2MWIxNWIxODFhNVwiXX0ifQ) |
| **Submission Title:** | Bringing the 2017 ATD Chapter Leaders Conference to Pikes Peak ATD Members |
| **Submission Description:** | Before attending the 2017 ATD Chapter Leaders Conference from the Pikes Peak ATD Board, the two of us outlined our plans to ensure we would deliver conference value to chapter members afterward. I decided to tweet key points from each session I attended and then compile my tweets and others’ in a web-based Storify compilation that could be shared with all our members and supporters after we returned home. The compilation is available at <https://storify.com/kwooleyy/takeaways-from-this-year-s-atd-chapter-leaders-con>.   Note: Storify.com has notified users that it is ceasing operation on May 16, 2018 and they will have to switch to other services before that date. Accordingly, the HTML extract has also been emailed to Samantha Herman. |
| **Need(s) Addressed? Please be specific.** | The conference Storify addressed two needs: (1) Shared key points from one session in each time slot throughout the 2-1/2 day conference with chapter members who did not attend and (2) Demonstrated the value of attendance at ATD ALC to prospective board members. |
| **What is your chapter's mission?** | We are a non-profit organization serving Southern Colorado, dedicated to assisting individuals and organizations with training and development related skills and services. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Conference tweeting forces the user to extract the signal from the noise and condense it in writing in real time. Our Storify compilation of value-added tweets acquainted our membership with cutting-edge insights from organizations such as Arbinger, whose texts "The Outward Mindset" and "Leadership and Self-Deception" are required reading in programs such as American University’s Key Executive Leadership Program. The comilation of conference tweets provides our members a pathway to industry news and hot topics as diverse as leadership development, advanced webinar production, and ways to improve chapter management. In addition, the inclusion of other chapters’ tweets, photos, and a short video enabled our members to sample the conference venue, vibe, and sense of community, almost as if they were there. |
| **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.** | In addition to the obviously aligned activity described above, we think 21st-Century learning and development professionals must develop a clear-eyed understanding of the “logic” of at least one major social media platform, and what distinguishes its interactivity from that of earlier tools. National members will be better positioned to function strategically and ahead of the curve by learning how social media can be used constructively, not only to market programs, but to (1) build community among local and national members, (2) attract potential new members, (3) research potential sponsors, (4) discover future program partners and resources, and (5) perform SWOT analysis and business intelligence that supports continuous learning and employee/employer success. Our board plans to explore these themes with interested members in 2018. To the extent that members want to cultivate effective social media habits, we will help each other develop them. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The immediate audience was our current membership as well as former members who are still reading email (104 people). However, the conference tweeting also was seen, retweeted, and favorited by followers of @PikesPeakATD, @kwooley (submitter’s personal account), and followers of the conference hashtag (#ATDALC). Please see attached printscreens showing the effect of the conference tweeting on the chapter’s Twitter engagement. |
| **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)** | The cost was $0. The only resource used was one person’s focused attention during conference sessions, 30 minutes’ taking candid photos between sessions, and about 90 minutes’ back home setting up the introduction on Storify, curating others’ #ATDALC tweets for inclusion with our #ATDALC tweets, tweeting the Storify link to the world from @PikesPeakATD, and emailing a conference recap with the Storify link to our members.   Conference tweeting also activated the phenomenon Nielsen referred to in a 2013 study as “earned media,” also described in the report as word-of-mouth. At that time, Nielsen found that earned media was the channel most likely to stimulate the consumer to action. We found that learning-focused information consumers were stimulated to retweet key points to a wider global audience and begin following the chapter’s account. |
| **How did you implement: (please give a brief description)** | 1. Decided how I would report back to members after the conference. Rather than doing the same old thing and emailing notes to everyone, I decided to report out to members on the conference in a fresh way by tweeting sessions live and serving up the resulting tweetstream in an email blast a week or two later. 2. Downloaded the conference app and prepared a custom list of sessions I would attend. 3. Checked the ATD site to discover the hashtag assigned to the conference (#ATDALC).  4. Added my smartphone, charging cord, and a small portable power source to my packing list. 5. Made sure I was settled and ready to focus by arriving at each session a little early. 6. Brought up the #ATDALC hashtag on my phone so I could see the current state of the conference tweetstream.  7. Listened to the presenters for key points and tweeted them one by one, adding the hashtag to each tweet so that it would show up in the conference tweetstream. 8. If the presenter was wordy or unclear, or I missed the point, checked to see if anyone else had captured it succinctly. If so, retweeted that person’s work.  9. Provided structure by indicating the start and end of each session. This makes it easier for readers who may be separated by time and space, enabling them to live the conference experience vicariously in real time or imagine it later. Ideally, the first tweet includes the session title and presenter name. The last tweet can say something like, “Great session by John Smith!” or “End of session.” 10. Browsed the conference tweetstream between sessions and at night – had someone said something funny or useful, or shared a few seconds of value-added video? Retweeted those things, adding commentary if desired. Some of those retweets were re-retweeted or favorited when others browsed the tweetstream the next day. The richer experience and online engagement is reflected in the attached printscreen of Twitter stats for @PikesPeakATD. 11. After the trip, followed simple directions in a free Storify.com account to create a conference compilation for our members at <https://storify.com/kwooleyy/takeaways-from-this-year-s-atd-chapter-leaders-con>. 12. Drafted an email blast with the link in Wild Apricot and sent the email. |
| **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.)** | • Raised the ATD ALC conference profile among our members (it’s too soon to tell whether reading the Storify will motivate anyone to become a volunteer chapter leader).  • Generated free publicity locally for the chapter among corporate, nonprofit and government Twitter users who watch Colorado Springs accounts.  • Increased our Twitter reach and momentum during and after the conference as a result of gaining followers (refer to attachment).  • Gave us new program ideas for an early 2018 program (basic insights and skills) and later, more advanced programs on social media use. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | • Before traveling, decide on the objectives. For example, our objective was to bring the conference to members back home. Another equally valid objective could be to tweet everything bearing on a particular subject such as video production or project management within chapters. • Before or while traveling, decide on which sessions will be tweeted, so that initial sessions aren’t neglected. If several chapter members will be tweeting, agree on who will be where, when.  • As the day begins, make sure that smartphones are fully charged and that charging cords and battery packs are carried throughout the day. Having both gives the tweeter(s) the ability to sit anywhere. Only having a charging cord may necessitate having to stake out a chair next to an electrical outlet before the next session, cutting into time that is needed for relaxation, bathroom breaks, bookstore browsing, and developing new professional relationships. • During the session, if others have phrased an insight beautifully, then retweet (and possibly favorite) one or two of their tweets. They’ll do the same with yours. This conserves energy and results in an interesting chorus instead of a monologue all the time.  • Things come up. Be flexible and remain calm!!! Even if only half of what was planned is accomplished, the output remains useful and first-time tweeters will experience first-hand how Twitter can be used to support the global L&D community, both at the hotel and at large. • Let some time elapse between the end of the conference and when you compile and curate the tweets, in order to regain perspective. Tweeting sessions involves concentrated focus (zooming in). Compiling and curating them in a way that meets your objectives requires zooming out again. The tweets will be there on Twitter when you get to them.  • Our Twitter account continued to show increased engagement with #ATDALC for 8 days after the conference ended. That was about twice as long as other conferences (HR, innovation, tech) I’ve tweeted since 2009, and I attribute it to the fact that ATD chapters that had Twitter accounts were continuing to look for conference content to retweet.   By the way, Storify.com will discontinue operations in May, 2018. This is not the end; it merely means that other free and paid tools for compiling selected tweets to create sort of a story will have to be researched anew, perhaps by consulting tool lists at <http://c4lpt.co.uk/> or <http://www.robingood.com/>.  Achieved version: [​](https://storify.com/kwooleyy/takeaways-from-this-year-s-atd-chapter-leaders-con)  <https://storify.com/kwooleyy/takeaways-from-this-year-s-atd-chapter-leaders-con>, |
| **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.):** | Samantha Herman suggested submitting this when I told her about the plan of action at the hotel on day 1. |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Printscreen of Twitter Stats\_2 week period surrounding ATD ALC.pptx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiMFNnSFdleExVbksxRU5zM05yc0VXc1pmOUhnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOakVtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJjNzQzNGQ5MDMxMjg0ZDU0YjY4MDM1MTc4NGU0MjZmNFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Impact of ATD ALC tweeting on PikesPeakATD metrics\_2 week period surrounding ATD ALC.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiR3pVVkNZOEFieGU1U1ZPMngxMHhUQkt3MjJ3IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOakVtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCJjNzQzNGQ5MDMxMjg0ZDU0YjY4MDM1MTc4NGU0MjZmNFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **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=eyJzIjoiS1dVVUlnT0UtNThVZ3Zmd1ZQOTg4M2NObHJRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImM3NDM0ZDkwMzEyODRkNTRiNjgwMzUxNzg0ZTQyNmY0XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |