

Chapter Name	New York City
Chapter Number (ex. CH0000)	CH1026
Chapter Location (City, State)	New York, NY
Chapter Membership Size	Large (300+)
Contact Person for this Submission:	Greg Simpson
Email Address:	gregory.simpson@atdnyc.org
Phone Number:	(646) - 256 - 0357
Chapter Board Position:	Immediate Past President
Chapter Website URL:	http://www.atdnyc.org
Submission Title:	Recognizing Chapter Volunteers with Digital Badges
Submission Description:	<p>Traditionally, we've recognized service to the chapter with paper certificates for our Board, SIG Leads, and other volunteers they were presented at our Volunteer Recognition Event at the end of each year. In most cases, those certificates ended up being filed or recycled since people didn't really know what to do with them. In 2019, we took a different approach to recognizing our chapter volunteers by moving to digital badges. These digital badges offer more opportunities to share the accomplishments with others and provide more detail on what the role entailed and why it is being awarded. To recognize the varying levels of volunteers, we created 5 badges: Board of Directors, SIG Lead & Extended Leadership Team, Associate Vice President (AVp) and Extended Leadership Team, Extended Leadership Team, and Chapter Volunteer.</p>
Need(s) Addressed? Please be specific.	<p>Our digital badges help us recognize our Chapter volunteers in a more meaningful way. Not only are the details of their role outlined, there is also specific information on what the volunteer did to receive the badge. These badges can be displayed on LinkedIn, social channels, personal websites, etc making them more valuable than a paper certificate. Many more people have the opportunity to learn about the volunteer's accomplishments and to further comment on it. We also see this as a way to increase our pool of Chapter volunteers since they will have something tangible to show for their volunteer efforts.</p>
What is your chapter's mission?	We develop you, so you can develop others to reach their full potential.
How does this effort align with your chapter's mission (Please provide specific examples)?	<p>With our varying Chapter roles, we are providing leadership opportunities for our Chapter members. Our digital badges offer the ability to not only recognize volunteer contributions, they also allow others to learn more about the role requirements and how the volunteer went about fulfilling them. Since these badges can be displayed publicly, our volunteers are seen as people who go above and beyond simply being a member.</p>
National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's	<p>ATD NYC is living the National ATD mission by using digital badge to recognize our Chapter talent. Our volunteer roles provide talent development opportunities. We are simply helping everyone understand the role they took on and how they achieved its fulfillment.</p>

mission? Please provide specific examples.

Target Audience: (Who will benefit/has benefited from this effort?)

The entire chapter has the potential to benefit. Given the time and work needed to run a successful chapter, those that earn one of the 4 specialized badges above Chapter Volunteer would benefit the most since their responsibilities and accomplishment are contained within their badge providing outsiders with more context on how the badge was earned.

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)

There was no monetary cost to launch our digital badges. It takes time to design/create the badges and set the up in the badging system. Your role descriptions/requirements can be used for the badge content. At the end of the year, the Board President details the accomplishments of each Board Member and that information is included in the badge. While it is possible to award a generic badge to every Board Members (or group for any other badge type), it's the details about the individuals specific accomplishments that provides the most value. SIG Lead accomplishments are noted by our VP SIG given their close working relationship, AVP accomplishment are detailed by their assigned VP, ELT accomplishments are provided by their direct supervisor, and our VP Talent Management provides the accomplishments of our Chapter Volunteers. Most of the work is done upfront to set up the badging system. From there it is about entering the individual accomplishments and awarding the badges. Badgr is the badging system we used and it is a free platform for badge issuers. Badgr and Acclaim also offer free accounts for badge storage where badges can be grouped and shared.

How did you implement: (please give a brief description)

Created an account on badgr.io, created our badges and uploaded them into badgr, added the role requirements and accomplishments into each badge based on the recipient, and sent the badge notification via email to each recipient.

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 announced our digital badges at our Holiday Party in Dec to a warm reception. Our members and those who would have received paper certificates were impressed with the new option.

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

Think your badging process through upfront before you start creating them. We wanted a consistent look while tailoring each badge to stand out from the others. We incorporated our Chapter logo and used ATD color palette.

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.):

Have all of your volunteer roles documented in terms of what's required. Work with those who will provide the final accomplishments so that they can better track a volunteer's achievements throughout the year for more robust details.

Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to sos@td.org)

[2019 ATD NYC Digital Badge Offerings.png](#)

How did you become familiar with the Sharing Our Success (SOS) program?

Saw or heard of SOS on an area call with my NAC

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. Selected session facilitators receive complimentary registration.

Yes