|  |  |
| --- | --- |
| **Chapter Name** | Cuyahoga Valley (CVATD) |
| **Chapter Number (ex. CH0000)** | CH3042 |
| **Chapter Location (City, State)** | Akron, Ohio |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Amy Edmonds |
| **Email Address:** | [CVATDpresident@gmail.com](mailto:CVATDpresident@gmail.com) |
| **Phone Number:** | (330) - 414 - 2722 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://cvatd.org](http://enotification.td.org/track/click/30530608/cvatd.org?p=eyJzIjoiV2tySnRPMGxRem90M0hxa3F0YkV4WUFDNkZBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvY3ZhdGQub3JnXCIsXCJpZFwiOlwiNWEwMDhjMmY2Mzc5NDFhNWFlZjI2ZDc1M2UyNTQ0NDVcIixcInVybF9pZHNcIjpbXCI2NGFhY2U5NjExYmFiMTEzZTdiNmEzZTc0MjkyMTIyNGJiMDBlNDVmXCJdfSJ9) |
| **Submission Title:** | Growing Our Geographic Footprint |
| **Submission Description:** | After attending a session at ALC on strategically locating chapter events based on the footprint of members in the chapter's market, the CVATD Board reviewed the list of Ohio ATD members received monthly from ATD. We discovered that there are 20-30 members of ATD in Stark County and surrounding areas who are not members of local chapters, including 9 from one employer.  We reached out to members who are from that geographic area to determine the level of interest in starting a GIG in that area, and saw that there was interest. We also reached out via personal email to individuals who belong to ATD but no local chapter, and offered to facilitate a meeting on the benefits of membership (national and chapter).   We reached out to Chapter Services for marketing materials, and put together folder with a variety of ATD marketing materials.  The group decided that, instead of offering programming similar to what we offer in the Akron area, they'd rather we do quarterly skill-building workshops. A local employer offered use of their facility for free, and a past-president who lives in the area offered to help lead the effort.  Our first meeting is scheduled for February, with a presentation of the new ATD Capability Model, after which participants will have the opportunity to vote for workshop topics that support their professional development. We are also planning to give away a free attendance at an upcoming ATD Certificate Program. |
| **Need(s) Addressed? Please be specific.** | Growing our membership while increasing our percentage of Power Members, meeting the needs of ATD members who are not members of a local chapter. |
| **What is your chapter's mission?** | The Cuyahoga Valley Chapter of the Association for Talent Development (CVATD) is an active professional association to promote the advancement of training and development by linking the people, learning and performance of its members and the public. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Continuing to grow our presence in the Akron-Canton market, increasing the availability of professional development and networking opportunities for members. |
| **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.** | Directly supporting ATDs mission by offering additional benefits to ATD members, promoting talent development in our market. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Talent development professionals who live/work in Stark County, Ohio (Canton/North Canton area). |
| **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 current CVATD President ordered marketing resources from ATD, put together folders, and facilitated the meeting. |
| **How did you implement: (please give a brief description)** | - reached out to ATD members in Stark County via email and/or LinkedIn - ordered marketing materials from ATD, purchased folders & stickers, made "CVATD" stickers for folders and put together folders. - Host employer provided breakfast and coffee.  - Facilitated meeting. |
| **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.)** | - 15 people registered for the event/11 attended - 7 new members (all Power Members) joined the chapter within 1 month of the first meeting, increasing our total membership by 13%. - expanded our geographic footprint |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Look for "low-hanging" fruit - for us, this was looking at the list we receive from ATD and noticing how many people in a geographic area were not being served by a local chapter. In reaching out to them, we learned that most were not aware that there is a local chapter in the area and/or aren't willing to drive a long distance for a networking meeting. This was a very easy way to increase our membership and actively engage a local employer in 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.):** | ALC Conference, Chapter Services (for list of ATD members and marketing materials) |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to** [sos@td.org](mailto:sos@td.org)**)** | [Special Stark County Meeting.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiOHd2T2pMWkNvdVJxdVB1MENFNThDZG1kc2VNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlOREltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI1YTAwOGMyZjYzNzk0MWE1YWVmMjZkNzUzZTI1NDQ0NVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [0 (3).jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiMk9zSzI4RFY1amdub0hzbTJkQzZSOFVEY2RBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlOREltWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI1YTAwOGMyZjYzNzk0MWE1YWVmMjZkNzUzZTI1NDQ0NVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [0 (3).jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiM1hDMGVWSnJFLXkwRG5FRHlSS0NpRmNYQW5VIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlOREltWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCI1YTAwOGMyZjYzNzk0MWE1YWVmMjZkNzUzZTI1NDQ0NVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiQkI1Um5IU0lhaEdmQXI1dmQ2d3hCQVlmU1EwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjVhMDA4YzJmNjM3OTQxYTVhZWYyNmQ3NTNlMjU0NDQ1XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |