**SOS Submission:   
SOS Title:** **Process for chapter leaders to ask employers to sponsor them to go to ALC**

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| **Submission Date: 10/30/18** **Chapter Name: Nebraska**  **Chapter ID: CHIP 6064** **Chapter Location: Lincoln, Nebraska** **Chapter Membership Size: Medium** | **Contact for this Submission: Jennifer Labrie Pereira** **Email Address: Jennifer.labriepereira@hyatt.com** **Phone Number: 402-952-1148**  **Chapter Title: VP Finance** **Chapter Website URL: www.atdnebraska.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:**

Created a process to be able to send and support more chapter leaders to be able to go to ALC each year.

**Need(s) addressed (please be specific):**

The chapter only has so much budgeted to help chapter leaders attend ALC (that could not pay on their own) each year. They would get increasing numbers of leaders that want to attend and wanted to find a fair way to be able to accommodate more leaders going without being over budget and be responsible stewards of chapter money.

**What is your chapter’s mission?**

Our missionis to**enhance members’ abilities, to develop talent and support clients and organizations in our local and global communities.**

**How does this effort align with your chapter mission (Please provide specific examples)?**

It ties to the chapter mission by have ways to help leaders better be able to execute on the values and mission and to optimize member experience, but using less money. It also enhances the leaders own experience as well**.**

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?**

Helps by having employers invest in leaders in general and ultimately empowers them to take advantage of these opportunities.

**Target Audience (Who will benefit/has benefited?):**

Chapter Leaders

**Costs/Resource 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 is within their budgeted amount for ALC. They do not go above that so no change. There is some people resources to coordinate/book flights/hotel rooms and in general organize the travel. If the chapter is paying for some or all of your expenses the President Elect coordinates the travel. If they are paying their own or their employer is paying they book their own.

**How did you implement?** *(Please give a brief description.)*

The chapter already had a general culture of asking employers if they would pay for ALC but it was never required. They had increasing numbers of people that were wanting to go but it would put them out of budget so they were trying to find a solution to be able to support more leaders without breaking the budget. So they voted and included this expectation in their operating manual. If you want to attend ALC, then you are required to ask your employer if they would pay for some or all of ALC. A template letter was created that leaders could use if they chose to provide their employers. The asking of employers is on the honor system. They have had good success with employers paying to support their employees’ professional development. It is not required that the employer pays. If the employer cannot pay or cannot pay all of the costs, the leader can then apply for the chapter to use some of the budgeted funds to support their trip. They put the call out in June and everyone has to submit a funding form that was developed by a set date in July. For those that applied for partial or full funding, there was criteria set to make it fair in how to distributed funds if the cost would be more than they budgeted. All of those that submit for chapter funding must have submitted an RFP for an ALC session (it does not have to be accepted). The hierarchy they determined was: Did you have an ALC RFP session accepted? If you were President Elect? If you were a VP? Then those that submitted an RFP to ALC but had ones that were not accepted and then 1st time attendees. They also indicated if there were more than 6 board members accepted to facilitate, they would give priority to primary facilitators over secondary facilitators.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

In previous years they averaged 5-6 leaders going to ALC, in the last two years they have had 11-12. Even from last year to this year, the number if airfare, hotels, fee has continued to decrease since employers are offsetting all or some of the expense. They are also getting more with less money. Opportunities for more leaders to go for professional development as well as chapter development. Since all/most of their board is able to attend, they hold strategic planning sessions that are successful during or right after ALC and they can talk about things they learned or what to apply to their chapter. More engaged board members.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

One thing they are working on is setting up the employer that sponsored their employee as a sponsor with the chapter. They are sponsoring the chapter as well as their employee by doing this. Including their name/logo in the sponsorship/partnership program. They could also lead to additional sponsorship with the acknowledgement.

**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.):**

They did look at other chapters as to how they handle partnerships

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

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* **Saw or heard of SOS from another Chapter Leader**
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website
* Other

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?**

**\*Participating chapters receive up to two complimentary registrations for presenters. Yes**

***Please email completed forms to*** [sos@td.org](mailto:sos@td.org) ***along with any supporting documents.***