



## Commitment to ATD Chapters (COACH) 2018 Scorecard and 2019 Action Items

In response to chapter requests for clarification of what support chapter leaders can expect from ATD, a team of chapter leaders, National Advisors for Chapters (NAC), and chapter services staff outlined the [Commitment to ATD Chapters \(COACH\)](#), to parallel the [Chapter Affiliation Requirements](#) (CARE).

COACH defines ATD's commitment to chapters across six different areas: 1) Collaboration, 2) Communication, 3) Customer Service, 4) Feedback, 5) Membership, and 6) Operational Support. Chapter leaders evaluate the six COACH categories through the annual Chapter Leader Survey.

### 2018 Key Achievements:

- In 2018, a total of \$109,651 revenue was paid to chapters on \$1,636,018 compared to \$151,460 was paid to chapters on \$2,042,098 in 2017.
- In October, 284 chapter leaders representing 70 chapters, attended ALC, compared to 313 attendees representing 76 chapters in 2017.
- A total of 100 chapter leaders attended Chapter Leader Day (CLD) at the 2018 ATD International Conference & Exposition, compared to 60 in 2017.
- ATD representatives (chapter relations managers (CRMs), staff, board, and NAC) visited 33 chapters, attending 99 chapter events, compared to 40 chapter visits and 117 chapter events in 2017.
- A total of 53 chapters offered their memberships of the ATD Store via the Chapter Membership on the ATD Store program, and more than 1,230 chapter members joined or renewed via TD.org, compared to 35 chapters and 1,100 chapter members in 2017.

2018 Action Items	Results
<ul style="list-style-type: none"> <li>• Continue progress towards building out roles for chapter leader onboarding program.</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter Services utilized the Chapter Leader Community (CLC) on the new website to leverage existing resources. Position specific PowerPoints were created for NAC to use on area calls, and the onboarding toolkit was revamped and updated.</li> </ul>
<ul style="list-style-type: none"> <li>• Beta-test a new Leader Connection newsletter (LCN) format in 2018 to increase readership and awareness.</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter services developed a more streamlined LCN to be delivered to chapter leaders' inboxes and a more detailed version was posted online for those looking for bonus information. The open rate at the beginning of 2018 was 31.9 percent, and progressively increased over the year, reaching a high of 35.3 percent.</li> </ul>
<ul style="list-style-type: none"> <li>• Leverage ATD's 75<sup>th</sup> anniversary as a marketing tool to promote Power Membership and engagement with chapters.</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter services held two in-person 75<sup>th</sup> anniversary celebrations. At both ALC and CLD, anniversary pins were provided and photobooths were available for chapter leaders to bring mementos back to their chapter. The ALC t-shirt showcased the ATD 75<sup>th</sup> anniversary logo, providing a visual representation that chapter leaders could wear at chapter meetings. In 3Q, a Power Member marketing campaign leveraging ATD's 75th anniversary was conducted during Member Week. ATD emailed non-</li> </ul>

	chapter members about the value of chapter membership, while chapter members promoted the benefits of ATD to their members. The 75 <sup>th</sup> anniversary logo was also made available for all chapters to utilize.
<ul style="list-style-type: none"> <li>In collaboration with the NAC strategic partnerships team develop a tool kit/framework for building partnerships and create a directory of partners for chapters to reference.</li> </ul>	<ul style="list-style-type: none"> <li>The NAC Strategic Partnerships Team worked in collaboration with chapter services to revamp the “Working with Partners” Toolkit. The NAC team presented the updated toolkit at CLD, which included new templates, additional resources, and a framework for partnership types. In 3Q, the team held a webinar to help chapters explore the different kind of partnerships. In 4Q, a chapter strategic partners directory was created, allowing chapters to provide input on their current partnerships for other chapters to references and generate ideas for their own local outreach.</li> </ul>
<ul style="list-style-type: none"> <li>Support chapter leader engagement and best practice sharing through the Chapter Leaders Group on TD.org.</li> </ul>	<ul style="list-style-type: none"> <li>As the largest private group on TD.org, chapter leaders used this space to connect, share ideas, and pose questions. Chapter services and the NAC Recruitment Team shared their #RecruitToSucceed posts. <a href="#">Chapter relations managers</a> (CRM) promoted the group in welcome emails to chapter leaders and marketed the community throughout the year through existing social media platforms. Chapter leaders were also provided a unique chapter leader badge on their TD.org member profile to increase the awareness of chapters.</li> </ul>

**2019 Action Items (based on feedback provided in the Chapter Leader Survey):**

- Revamp Chapter Affiliation Requirements (CARE) to decrease chapter leader administrative burdens, determine KPIs around chapter operations, and support chapters' ability to function as a business.
- Develop Power Membership (joint chapter-ATD membership) resources for chapters to align with ATD’s promotion of chapter membership to ATD members.
- Provide continuous onboarding support throughout the year to cater to board member turnover and transition.
- Explore ways to increase chapter leader engagement through relationship building, NAC area calls, and other communication channels.
- Increase chapter leader awareness of available Wild Apricot support.