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| **Chapter Name** | Southeastern Wisconsin ATD |
| **Chapter Number (ex. CH0000)** | CH5022 |
| **Chapter Location (City, State)** | Milwaukee, Wisconsin |
| **Chapter Membership Size** | Medium (100 - 299) |
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| **Chapter Board Position:** | VP, Special Projects |
| **Chapter Website URL:** | [https://sewi-atd.org/](http://enotification.td.org/track/click/30530608/sewi-atd.org?p=eyJzIjoicldpQmZ6ODdZYTBMck9tQVo3dUhscVlMVzNjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3Nld2ktYXRkLm9yZ1xcXC9cIixcImlkXCI6XCIwNmNlYmZhMGYxZWM0MWI2OWY4YzUzYTk2ZjcxMmNhNFwiLFwidXJsX2lkc1wiOltcIjU1Y2MzOGZlNmNjNjE0NDcyNGU3MTY3NTQ0NzFjZTIzNWU3MTA1M2JcIl19In0) |
| **Submission Title:** | Excellence in Strategic Partnership |
| **Submission Description:** | In an effort to raise awareness and visibility of our chapter, SEWI-ATD proactively pursued a relationship in our community with the Metropolitan Milwaukee Association of Commerce (<https://www.mmac.org/>). MMAC is our area’s key private-sector partner for economic development, and has 1,800 member businesses with over 300,000 employees. The association’s programs, initiatives, and audience align with our own efforts to upskill, develop and retain talent in our region. Our efforts were initially focused on gaining publicity, but we have been able to broaden this relationship into a meaningful and exciting partnership. |
| **Need(s) Addressed? Please be specific.** | One of our first efforts with negotiating with the MMAC to co-promote of our October event, Leaders of Learning Forum: Digital Disruption and How It Impacts Workforce Development, with special pricing for MMAC members. Their publicity of our event provided 16 additional non-member attendees at this impressive event. In addition, by attending and networking at other talent development-related MMAC events, we have attracted two individual members this year.  Given the reach of MMAC, our chapter's influence is magnified. Not only are we able to reach a broader audience with our events, we are able to actively recruit new members at business events, and are now being tapped to actively co-develop professional learning events. We are excited to raise the profile of SEWI-ATD and have a lasting impact on the development of local talent. We foresee a day when our chapter leaders and members are seen as go-to resources for large scale talent development initiatives in our region. |
| **What is your chapter's mission?** | Partner with individuals and organizations we serve to develop highly skilled and talented professionals. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By actively engaging in this large employer association, we can partner with and influence a much broader audience on the topic of talent development. In addition, our chapter's members are now eligible to participate in all MMAC member benefits (<https://www.mmac.org/member-benefits.html>.), which include a multitude of additional professional development opportunities. (<https://sewi-atd.org/membership-information>) |
| **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.** | Partnering with MMAC helps serve the National ATD mission in several ways. Working together with MMAC, we are actively engaging to create a world that works better. We are raising the visibility and reputation of our chapter, partnering with our region's largest employer association in meaningful ways. For example, we have been invited to co-develop a talent development series for 2020 with MMAC leadership, titled Talent Matters. The nine sessions will provide resources, research and recent success stories that can help employers develop and refine their talent strategies. The audience of small to mid-sized businesses may also see the value in having one or more of their employees join SEWI-ATD. Having MMAC promote our large events also adds credibility to our chapter's efforts. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our chapter members are now eligible to participate in all MMAC member benefits (<https://www.mmac.org/member-benefits.html>.) These include involvement in the young professionals group, emerging leaders programs, diversity initiatives, and professional development programs. Our involvement in the 2020 MMAC Talent Matter series will allow our chapter members significant networking exposure and leadership opportunities. Our chapter members will have the opportunity to participate in these learning sessions as table captains, facilitators, and post-event employer consultants. More broadly, local businesses and our community will benefit from the professional expertise our members bring to MMAC efforts. |
| **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)** | Board volunteer hours to propose the partnership, negotiate with association leaders, and attend planning sessions.  Our SEWI-ATD board determined that the investment in a MMAC membership would be worthwhile, choosing to pilot the effort.and dedicate the time to building relationships with their leadership. |
| **How did you implement: (please give a brief description)** | We proactively reached out to MMAC leadership back in March to explore partnership opportunities. Over time, we have built relationships we key players, including the VP of Talent & Industry Partnerships. MMAC's decision to promote our October SEWI-ATD panel event represented a first time effort on their part to partner with an outside organization, realizing that our objectives strongly overlap. We invited four of their leaders to attend that event at no cost, and gave them a moment of recognition up front. That event was well attended, hosted in impressive facilities at Northwestern Mutual, and led by fantastic panelists. From that experience, MMAC was open to more comprehensive partnership. The next step is our active participation in MMAC's 2020 Talent Matters series. We are also learning as a board from their structure. After becoming members of MMAC, a board member attended their New Member Orientation, which has sparked new ideas for our own member onboarding experience! |
| **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.)** | Financially, our chapter invested $500 for a one-year membership in MMAC starting in July 2019. Our board determined that we would pilot this effort and assess the value after one year. In just six months, we have brought in $860.00 from membership and event attendance, in addition to free publicity. As a member, we can promote all of our events on the MMAC community calendar at no cost. Southeastern Wisconsin ATD is also listed publicly in the MMAC member directory, where employers can search for the resources they need. We are currently exploring a reciprocal membership arrangement between our associations, which may alleviate the membership fee altogether. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | The investment in relationships like this can be time-consuming. Dedicating a key board member and/or other resources to ongoing follow up is necessary. It also takes a focused effort to get the most out of the membership. Our VP of Programming needs to post all of our events on the MMAC website, and to network, the board has volunteered to attend various events to represent the chapter. To advance this partnership, we had to make a financial investment and take the risk that it would pay off. There has to be broad support and involvement at the board level. We felt that the larger-scale influence in the community was worth it for us. This has to become part of the job description of one of the board positions, with key performance indicators to measure its effectiveness. |
| **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.):** | N/A |
| **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=eyJzIjoiSWhGZllVT2JBcS1TOER3Ty1fdldVWV9ZM0p3IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjA2Y2ViZmEwZjFlYzQxYjY5ZjhjNTNhOTZmNzEyY2E0XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |