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| **Chapter Name** | ATD New York City |
| **Chapter Number (ex. CH0000)** | CH1026 |
| **Chapter Location (City, State)** | New York City, New York |
| **Chapter Membership Size** | Medium |
| **Contact Person for this Submission:** | Greg Simpson |
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| **Phone Number:** | 646-256-0357 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | https://atdnyc.org |
| **Submission Title:** | Nametag added member since |
| **Submission Description:** | Our old system used colored dots to distinguish new members from old but no one could remember which color was which and guests had no dot at all. So, we added "Member since \_\_\_" from Wild Apricot to make identification at networking events easier. Problem solved! |
| **Need(s) Addressed? Please be specific.** | Our old system used colored dots to distinguish new members from old but no one could remember which color was which, and then we had students and guests who had no dot at all. Plus, we kept misplacing the dots! |
| **What is your chapter's mission?** | Our mission is 1) to serve Greater New York City professionals with timely and relevant talent development programs, resources, and events so they can deliver strategic value to their stakeholders; 2) to expand their network of professional relationships; and 3) to enhance their career opportunities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Our new nametag format was implemented to make networking easier.  Previously, we used standardized, printed nametags for our Chapter Events. If there was a new member attending, they were given an orange dot on their nametag. “Orange you glad you joined?” Guests were given green dots on theirs. The problem was that no one could remember what the dots meant. Secondly, new members weren’t “dotted” if they waited more than a month to attend a meeting.  Our new nametag format prints a “Member since…” line and we pull in the original joining date for each member.  This allows people to easily identify new/newer members. It also gave us a way to recognize the tenure of our current members. Guest nametags do not have the “Member since” line so they are easily identifiable too. |
| **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.** | Our name tags help our members/guests better connect with each other by providing a conversation starter. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Anyone who registers for and attends a monthly Chapter Event |
| **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 cost was the time it took to re-work the nametag template and to incorporate the needed data from Wild Apricot. |
| **How did you implement: (please give a brief description)** | It was implemented twice. Our January Chapter event was the first launch. We continued to use the nametags until April, when we moved from Your Membership to Wild Apricot. Since we were new to Wild Apricot, it took us some time to figure out how to pull in the needed data from system. Once we figured it out, we were thwarted with reintroducing them by an event host that insisted on providing and printing nametags for their event. We were able to reintroduce them in June at our Chapter event with Tony Bingham. |
| **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 found out just how much people disliked the dots (because they couldn’t remember what they meant) and that they appreciated being able to know a person’s tenure with the chapter. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | There are small, quick wins that can positively impact engagement. |
| **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.):** | Volunteer Hours, GDrive |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | N/A |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | ALC |
| **If you selected "other", please explain your response.** |  |
| **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=eyJzIjoiQUsxa01maXQwRlVRUXVWUkFVdTBaUGtJTUhNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjllOWIwNzRmNjkzYzRlMTJhZDJlZjdjM2UwNTViY2M2XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |