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| **Chapter Name**  | Madison Area |
| **Chapter Number (ex. CH0000)**  | CH5089 |
| **Chapter Location (City, State)**  | Madison, WI |
| **Chapter Membership Size**  | Medium |
| **Contact Person for this Submission:**  | Jennifer Stangl |
| **Email Address:**  | jennifer@cues.org |
| **Phone Number:**  | 608-333-6037 |
| **Chapter Board Position:**  | Past President  |
| **Chapter Website URL:**  | http://astd-scwc.wildapricot.org/ |
| **Submission Title:**  | Book Swap |
| **Submission Description:**  | Bring a professional development book that you’ve found value with and you want to share with others. Bring the book to the event to swap out and leave with a new resource. Include a card with your review of the book to highlight your takeaways. |
| **Need(s) Addressed? Please be specific.**  |  |
| **What is your chapter's mission?**  | We believe in creating a community that works better. One that inspires and empowers professionals to develop themselves and others in the workplace. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Part of our chapter’s mission is to inspire and empower professionals to develop themselves. Our Book swap offered the opportunity to share educational resources that benefited one individual with another.  |
| **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.**  | All of the books brought and shared at the event supported an individual’s professional development, and therefore their impact on his/her workplace. Whether it was a book focused on talent development or leadership development, it offers an opportunity to development oneself or even share it with colleagues.  |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | ATD-MAC members and non-members  |
| **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 costs were minimal for this event. As we aligned the book swap with our summer social, which was a picnic this year, we had food and beverage costs. We had snacks and yard games available in the park for and as all the books were brought by members and non-members, there were no additional costs for the chapter. We also created bookmarks that we put into each book. These bookmarks included topic, dates and times for our remaining 2019 events as a way to promote the rest of our years events. The bookmarks were less than $30 to create.  |
| **How did you implement: (please give a brief description)**  | We promoted the event via social media, our website and via email to our members and contacts.  |
| **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.)**  | Our summer socials have historically had lower attendance as individuals are so busy. And we have found, over the years, that when we have a professional development aspect included in the social, we have great attendance. With the addition of the book swap to our picnic, we had an increase in attendance and positive feedback from all that attended. We also left with books as many individuals brought more than one. So, we have additional books to give away at future events and even donate to a library to use in their annual book sale.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Promote the event early and if you know some of the books (maybe from board members) that will be brought, put them on social media with a little book review as a promotional idea. |
| **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.):**  | * Board member time for planning
* High resolution chapter logo to create the bookmark.
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| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** sherman@td.org**)**  | Bookmark  |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Previous submissions |
| **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.**  | Maybe as we have thought about presenting at ALC 2020 and sharing many of the new programming and engagement events we offered in 2018-2019 and hopefully 2020 |