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| Chapter Name: Rochester | Date: 6/8/17 |
| SOS Title: Adding Membership Value with a Small and Mighty Team (Strategic Planning and Executing) |
| SOS Category:Administration and Membership | **Need Addressed:****The board recognized their need to be more strategically aligned with their mission, work better together and offer more ROI to members** |
| Summary of Chapter Activity: What did the Chapter do to address the need, provide a service to the Chapter or learning community? Include notes on planning, implementation, outcomes and lessons learned. | **After attending ALC one of the board members brought back a strategic planning tool to the other board members and as a team they reviewed all of their current practices and identified areas for improvement. They looked at everything they are doing through the lens of how they can add value for the members, promote community engagement and increase their operational focus. This was done at a board strategy meeting and helped the board become more organized and design ways to communicate more efficiently with the chapter members. Lessons learned: should have gone through this process a lot sooner.** |
| Replicability:Can the effort easily be repurposed by another chapter? Does Chapter size or geographic location matter? | Any size chapter can use the planning tool to help them refocus their efforts. |
| Does the effort align with ATD's mission? <http://www.td.org/About/Mission-and-Vision> | [Yes](http://www.td.org/About/Mission-and-Vision) | **Target Audience:** **Board but chapter in general benefitted from rebranding** | **Were there ATD Resources used? i.e., CPLP Study Guide, Infoline, etc.** ALC presentation, best practices |
| Does the Effort support sound Chapter management and CARE principles? | Yes |
| Innovative 21st Century ChapterIs there anything unique that makes this submission stand out?  | It’s a direct use of information from an ALC presentation and has already brought about positive change |
| SOS Recommendation (Y/N) | Y | **Notes:**  |
| COM Consideration (Y/N) | Y | **Notes:**  |