Description of Effort: Completely renovated website

Need Addressed: Our website was virtually non-existent for several years and we were struggling to get the word out about our local chapter to our community. Last year our chapter focused on making creating the new website and we had amazing results from this wonderful effort!

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Pensacola, Florida, workplace learning community and anyone who is online and would like to know what's happening at ASTD Pensacola.

Costs/Resource Use: Resources for this were completely donated by our board members who own and operate a local technology training media services organization.

How did you implement: We set website development as a main goal for 2009 and stayed focused throughout the year until implementation.

What were the Outcomes: Attendance at monthly meetings increased as well as membership. We were able to achieve CORE by end of year and now have an active and vibrant Pensacola chapter. We've now moved onto to Facebook and twitter to engage our members and find ways to motivate even more people toward our core group.

Lessons Learned: We've really seen the value of having a solid website and know we can only achieve a fully engaged learning community by focusing on keeping the website current and filled with relevant information.

Specific ASTD chapter resources that helped guide you in the process of completing this best practice: ASTD media information - we were able to download specific logos and find out exactly what we could/could not use on the website. Our chapter coach was Available for questions anytime. Though we built our own website, ASTD template's were available to view if needed and were very helpful. Cross-referencing other chapters was helpful as well as attending CLC in 2008! Thanks ASTD!!!