2010 SOS Submission: ASTD Southwest Florida Meeting Field Trips

Submission Date: October 2010
Chapter Name: Southwest Florida
Chapter ID: CH9206
Chapter Location: Fort Myers, FL
Chapter Membership Size: Small (Less than 100)

Contact for this Submission: Lorna Kibbey
Email Address: LKibbey@LKibbey.com
Phone Number: 239.851.8773
Chapter Title: President
Chapter Website URL: http://www.swflchapter.astd.org

Description of Effort: Several meetings in 2010 were held “in the field.” Members were asked to sponsor meetings at their work site and to show guests what is working in their training departments.

Need Addressed:
- Increased participation in meetings
- Decreased cost per meeting
- Opportunity to see what’s happening in the industry rather than just hearing about it

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD’s mission? Yes

Target Audience: Learning professionals - ASTD Members, potential members, interested parties, employers

Costs/Resource Use: Most employers were willing to sponsor the cost of the meeting and lunch for participants. There was no additional time required - less in fact as the employers planned their own programs per our guidelines.

How did you implement? We announced that we wanted to show learning professionals what is happening in the industry. We asked ASTD members who belong to organizations to host our event.

What were the Outcomes?
- Membership has increased this year by 58% to date.
- Members consistently agree the meetings have been “eye opening,” interesting, and worthwhile.
- Attendance at meetings increased from about ten to about thirty per meeting.
- Organizations who have hosted have provided a greater degree of support in all areas.
- Our Chapter reduced expenses for 2010 meetings. Members paid $5.00 for lunch as opposed to $20. Because our meetings were held on site, we incurred zero cost for hotel space and food.

Lessons Learned: Go to members whom you know are doing a good job in the training department and would enjoy "showing off" what they are doing. Work with them to be sure their presentation is relevant and useful to your audience. Ask them if they can help with - or pay entirely - for food.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:
- Topic ideas surround the competency model and tie into the overall mission.
- Chapter President came back with this idea after attending ALC and learning about sponsorships and partnerships.