Description of Effort: Create learning & membership opportunities

Need Addressed: Create development opportunities for current ASTD members and local businesses; stimulate new chapter membership

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Current ASTD Members and local business professionals providing training as part of their job function.

Costs/Resource Use: We were able to enroll Shelley MacDonald, who was one of the first CPLP program graduates and part of our chapter to lead the study group. We were also able to get the study group venue donated; since it is also where we have our monthly meetings. Lastly, we were able to purchase a bulk number of study systems at a discounted rate from ASTD National.

How did you implement: Our intent was to put together a CPLP study group program that was both affordable and valuable for our participants. We created a flyer, surveyed our members regarding level of interest and marketed our program to our small, but mighty ASTD membership, as well as to those business professionals in the area that were handling training and development as part of their job function. We also organized our monthly meeting presentations around the CPLP Competencies; to further support overall chapter and CPLP study group learning. Focusing on these competencies monthly has also allowed us to continue to promote the importance of the CPLP certification and generate interest in future study group participation.

What were the Outcomes: We are excited and proud to say that 26% of our chapter members are a part of this first CPLP Study Group. We believe this is a great accomplishment for our chapter! The chapter has seen some financial gain; however our focus was more on making the program affordable and creating a reputation for its value. We were able to increase our membership 12% by creating a special pricing structure that encouraged participation in our chapter. We are getting great reviews on the classes and have generated interest in a future class; which we will schedule for the beginning of next year. Additionally, we were able to team up with University of Nevada Extended Studies Programs, on creating a program that is both timely and works well with the CPLP work project.

Lessons Learned: Set-up specific marketing efforts. Set up websites to accommodate payments and on-going discussions and blogs.
We were able to order 10 learning systems for half price plus shipping, and we passed along the savings to our study group. One of our board members does a number of programs for UNR Extended Studies, and last year the manager of the Extended Studies program was also on our board. The ASTD Board had decided to put together a CPLP study group and so the UNR Extended Studies program was created to include a work project, so that it could support those people who were planning on taking the CPLP exam, as well as be a great project for both training and HR professionals. UNR Extended Studies is teaming up with ASTD to promote this UNR certificate program.