

# IDEAs Playbook: Supporting your Chapter Member Experiences

ALC 2025

and CHAPTER  
LEADERS  
CONFERENCE

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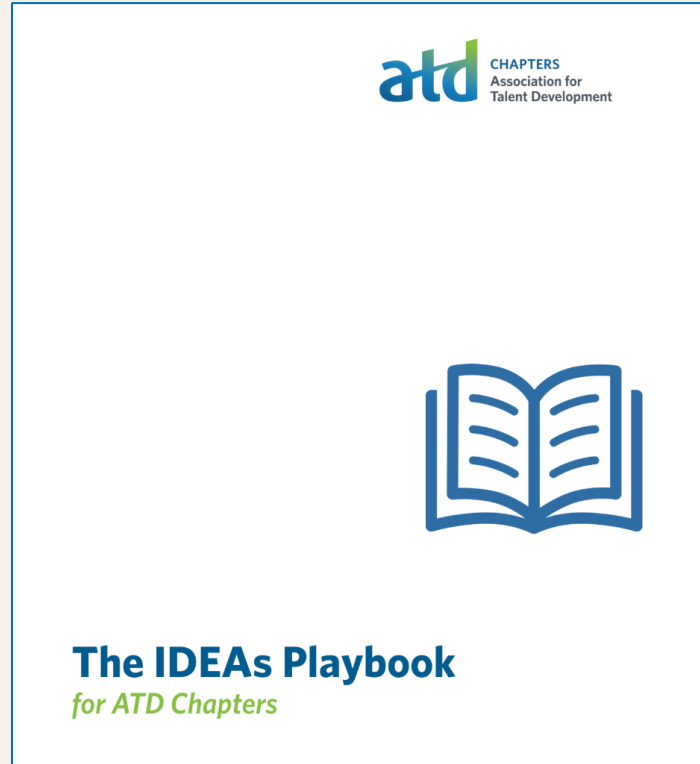
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# Agenda



- NEW ATD Chapters IDEAs Playbook!
- Share real chapter examples
- Case study
- Table groups report out
- Next steps and action plan
- Resources

# Structure of Playbook – Different approaches to help chapters



- **Build Awareness**
- **Evaluate Practices**
- **Take Actionable Steps**
- **Leverage Playbook**
- **Measure Progress**
- **Sustain Momentum**

# How to use it...



## Low-context

- Direct & clear
- Goal-oriented

## High-context

- Relationship-based
- Trust established first
- Task comes second



# Example from Playbook: Expanding Membership Levels

## ATD NYC Goal: Create more inclusive membership levels



**Problem Statement:** Since 2020, NYC has wanted to create new ways to expand offerings for their members who were students, in-transition, and expanding to, retired and underserved industries.

**Current DEI Work:** Due to fluctuations in the market and workforce, it seems prudent to reevaluate membership levels to be more accommodating of those who were in-transition, students, or begin the retirement process.

## The Results:

2021 -2025 Member Levels	2021	2022	2023	2024	2025 *
Individual	144	105	131	138	127
Courtesy	36	33	3	3	2
Past President	17	15	14	16	15
Student	14	10	13	15	17
In Transition	1	1	9	14	10
Healthcare, Military, Non-Profit	0	0	5	9	10
Retired	2	2	4	3	2
Individual 3-Yr	0	0	3	3	3
Corporate	2	0	4	1	1
Individual (YP)	1	4	0	1	1
Other	1	0	7	2	2
<b>Total</b>	<b>218</b>	<b>170</b>	<b>193</b>	<b>205</b>	<b>190 *</b>

# Example from Playbook: Adding a New Community



**ATD FL Suncoast Goal: Integrate a Community from another Professional Organization into our Chapter**

**Problem Statement:** In January 2025, the Society for Technical Communications filed for bankruptcy in CA (Chapter 7). The Florida Chapter and two of the separate SIGs lost everything (dues, platforms, budget, intellectual property, systems, etc., with no advanced notice. They needed a home. Since “technical communication” is part of the TD Competency Model, our chapter decided to offer them a SIG to continue to keep the community together and to integrate into our chapter.

**Current DEI Work:** Florida Suncoast is a medium chapter with sound financials and a talented Board. We can expand with a SIG (or GIG) as most of our costs are fixed costs.

**The Results:**

2025 Member Levels	Jan 25	May 25
Regular Member	90	121
Student	5	10
Past President	17	15
Sponsor	2	3
TechComm Trial	0	12
Temporary	1	0



# Example from Playbook: Creating an Accessibility Statement



**ATD Las Vegas**

**Goal: Create an Accessibility Statement**

**Problem Statement:** Wanted to make a firm commitment to having a strong accessibility statement to include all members.

**Current DEI Work:** This is a continuation of existing DEI initiatives for the chapter.

**The Results:**

## ACCESSIBILITY STATEMENT

Thank you for visiting ATD Greater Las Vegas! We are committed to ensuring accessibility for people with disabilities. We are continually improving the user experience of our website, meetings, and communications for everyone, and applying the relevant accessibility standards.

We welcome your feedback on the accessibility of the ATD Las Vegas website. Please let us know if you encounter accessibility barriers by emailing our board directly at [info@atdlasvegas.org](mailto:info@atdlasvegas.org).



# Example In Progress: Creating a DEI SIG

## ATD Greater Philadelphia



**Goal:** Create a DEI SIG within a specific geographic area

**Situation:** ATD Philly serves Philadelphia, the broader Philadelphia suburbs and Southern NJ. They have identified that there is membership within their main urban area that has an interest in expanding their DEI initiatives. They want to create a specific SIG to address this interest that they identified for their chapter.

**Current DEI Work:** ATD Philly has board commitment and is in the process of developing their own DEI statement for the chapter. Additionally, they include DEI topics/learnings into their board meetings at least 3 times a year to keep themselves relevant to DEI.

**Their Need (in progress):** The chapter board members support the SIG initiative but they are stretched thin to recruit a champion and don't know where to start.

# Brainstorming a Case Study



**Select an option below**  
*(pick one):*

- Increase membership
- Grow community
- Expand Accessibility
- Recruit a Volunteer Leader

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**In Table Groups:**

- Identify the need
- Pick an approach(es)
- Brainstorm solutions

- **Build Awareness**
- **Evaluate Practices**
- **Take Actionable Steps**
- **Leverage Playbook**
- **Measure Progress**
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# Brainstorming Debrief



**What did you come up with?**

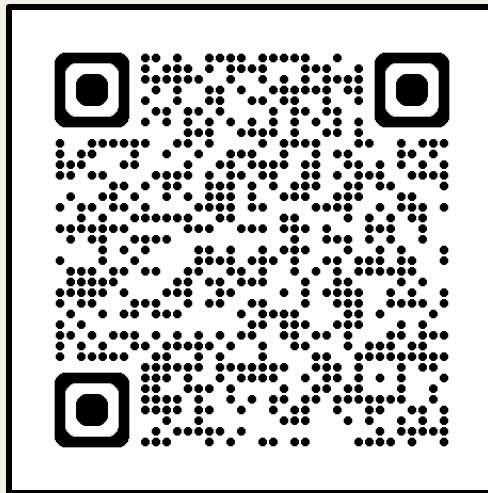
**What can you take back to your chapter?**

# Next Steps & Action Plan:



- **Think about your chapter and ask yourself:**
  - What are you currently doing that you'd like to do **more** of?
  - What are you currently doing that you'd like to do **less** of?
  - What are you not doing that you'd like to be doing?
- **How can you leverage the approaches in the IDEAs Playbook to benefit your chapter?**
- **Think about what ideas you've heard today that you can take back to your chapter and implement into your current operations... (hint: write those down!)**

# Thank you!!



IDEAs Playbook

DEI Toolkit

DEIB Community of  
Champions

**Check out our QR Code for all these resources and our ongoing discussion in the DEIB Community of Champions!**





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