During the change agility preconference session at the 2017 ATD Chapter Leaders Conference (ALC), facilitators instructed a group of 60 chapter leaders to identify trends that are currently affecting their chapters. By identifying these trends and the resources necessary to overcome their associated challenges, leaders can strategically prepare chapters to be in the best position to meet those challenges. Below is a summary from the session, as well as a list of ATD resources that can support your chapter in practicing change agility.

## Trends Affecting ATD Chapters:

### MEMBERSHIP

**Trend:** Membership is declining and diversifying. Member engagement is also low.

**Strategies:** Offer high-value programming and leverage marketing expertise to increase recruitment and retention. Establish a capable and effective membership committee.

### ENGAGEMENT

**Trend:** Engaging multiple generations is difficult, there is competition from other organizations, and retention rates are decreasing.

**Strategies:** Engage members through branding and customized engagement opportunities. Effectively communicate the value of membership.

### BOARD

**Trend:** Recruiting new leaders is difficult, as is succession planning. Also, there are “too many goals, not enough hands.”

**Strategies:** Develop a clear recruitment strategy and identify leadership pipelines through committees. Prioritize action items to avoid burnout.

### TECHNOLOGY

**Trend:** Change is constant, demand for virtual programs is increasing, and social media has become more prevalent.

**Strategies:** Designate dedicated tech and social media experts on your board to keep up with trends. Establish separate positions for virtual and in-person programming to diversify offerings.

### FINANCE

**Trend:** Organizations have smaller professional development budgets and are less willing to pay employees’ membership dues.

**Strategies:** Identify sources of nondues revenue and establish networks of sponsors and partners.

### CHAPTER-ATD RELATIONSHIP

**Trend:** Chapters and ATD compete for members’ attention and professional development dollars. Chapters need additional support from ATD.

**Strategies:** Create a directory of potential sponsors and communicate resource needs to chapter relations managers and the NAC.

### PROGRAMMING

**Trend:** Attendance is declining, there is competition from other organizations, and members don’t see value in programs.

**Strategies:** Survey members so you can deliver programming that provides them with valuable takeaways. Partner with like organizations. Develop clear strategies for chapter communications and programs.

### INDUSTRY

**Trend:** People are working longer hours and changing jobs more frequently. Companies are reorganizing their training departments.

**Strategies:** Offer smaller, specialized meet-up groups with diverse opportunities for networking. Develop a chapter mobile app to offer on-demand networking.
ATD can help! Check out these resources:

**Membership and Engagement Resources**
- Membership Management Toolkit
- Engaging Students and New Professionals Toolkit
- Joint Membership Resources
- Joint Membership Activities Job Aid
- Chapter Membership on the ATD Store
- Request an ATD State List From Your CRM

**Programming Resources**
- Speakers Bureau
- Working With Vendors Toolkit
- Marketing Materials Request Form
- Communications Toolkit

**Technology Resources**
- Social Media Pages and Job Aids
- ATD Partnerships

**Finance Resources**
- Sample Budget Planning Worksheet
- Sample Internal Review Checklist and Form
- Chapter Finance Toolkit

**Chapter-ATD Relationship Resources**
- Ways That ATD Promotes Chapters and Power Membership
- Get to Know ATD
- CPLP Toolkit

**Board Resources**
- Resources by Leadership Role and Position Descriptions
- Business Acumen Assessment
- Succession Planning Toolkit
- Next Level Planning Workbook
- Become an ATD Chapter Leader

**Industry Resources**
- Chapter Survival Toolkit

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**What’s Next?**

As a result of the data collected during the change agility preconference session at ALC 2017, members of the National Advisors for Chapters (NAC) and Chapter Services will work together to develop new resources to support chapter leaders. In 2018, the NAC will focus their efforts on creating resources for recruitment, development, and onboarding, and sponsorships and strategic partnerships. Stay tuned to the Leader Connection Newsletter (LCN) for updates. Questions? Contact your Chapter Relations Manager.