

Ideas from the Group – How to Keep Seniors Engaged at our Chapter

Points awarded	Idea generated by participant at the 'Roping in the Seniors' session
18	Get seniors to give programs about business strategy topics
17	Executive breakfast by invitation only w/issues of their own design
14.5	Senior Training Forum SIG
14	Senior Learning Leader Breakfast
14	Best practice – Company recognized as a top 10 training company or ASTD Best Award
14	Have them mentor
13	Form senior T&D SIG and have them serve as a resource for chapter
13	Mentoring junior practitioners (establishing durable connections)
13	Senior leader forum to provide the peer-to-peer networking
12	Identify seniors in market and create focus groups for association feedback
12	Have them participate in programs / panels
12	Executive forum – programming for seniors by seniors
11	Run in-depth programs
11	Ask them to work / partner with university faculty on programs for attracting / developing students
9	Advanced trainers institute
9	Peer to peer learning and development (share mutual experiences)
8	Survey Senior people to understand needs / challenges they face
8	Have senior programming and networking
8	Senior discounts or Advisory board positions
7.5	Determine who the seniors are to establish senior SIG (1. Develop Guidelines and 2. Leader for SIG)
7	Mentoring program; Director level board position (advisory / oversight)
6	Use them in a mentor programs
6	Need to understand demographics
6	Ask them to get involved and form SIG
6	Speakers – trends in the industry
5	Programs that match their interests and skill level
4	Survey them for their needs
2	1. Award at each meeting for the oldest one there and 2. Senior discounts at meetings & workshops
1	Connect them with new members to mentor them
1	Appeal to their expertise and exposure to their company

Ideas from the brainstorming session. . .

Do you have the data on who the Senior practitioners in your area are?

- All past presidents
- Get marketing intern to do research
- Focus group
- National ASTD members & chapter membership
- Local business journal
- 'Book of Lists'
- Membership survey
- Specific questions on program evals
- Who's your boss?

What content works with seniors? What does not?

- Business strategy
- Impact or linkage
- "What did I get for my \$?"
- Talent Management
- Advanced practitioner training
- Leadership
- Stress management
- Organizational politics

Can you form a team of seniors to lead the charge?

- Bring a guest to a meeting – senior level person (get a gift for it)
- Past presidents as advisory
- Personally call targeted people – follow up
- Pick a champion CLO of well known company
- ID specific people and/or businesses (top 100 / 25 lists, etc.)
- Partner with local business journal – contact editor
- Representatives of program committee involved – liaison with
- Draw in focus group members
- Let colleges & universities know representative content providers

How can you best leverage the link with ASTD National?

- Use as speakers
- Ask national what resources they have
- Get membership list
- Use as speaker for general & then for special invitation only event
- Identify key topics for seniors
- Identify best practices from other chapters
- Connect us to national business speakers
 - Leverage buying power
 - Help coordinating visits
- Ask for T&D articles that promote the value of local events
- Ask to know schedule of T&D articles in advance so we can parallel them
 - Can make copies to send in invitation
 - Or national publicity copies