

# Increasing Communication Between Chapters

ALD National Conference



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# Our Issue

There is a lack of communication and engagement between neighboring chapters. Better communication entails brainstorming ideas and modes of incentive to boost engagement. There are currently no streams of communication among neighboring chapters.

# Problem Statements

## Lacking Necessary Factors

- Chapters experience a lack of accessibility, motivation, time, and knowledge regarding communication between regional and state chapters.

## Common Misconception

- Executive Board members often associate communication with collaboration, causing a limit in opportunities and brainstorming among regional chapters.

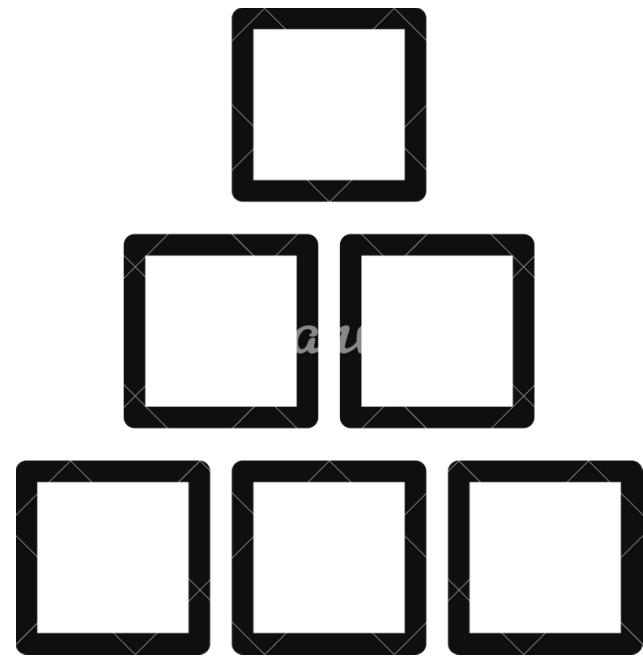
## Addressing Foundational Issues

- Member engagement is a foundational issue for chapters, forcing them to prioritize this over other external issues.

## Opportunity Gaps

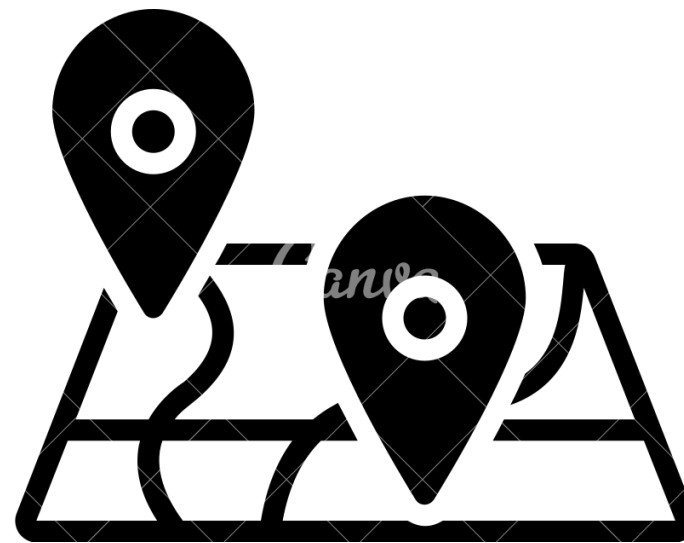
- There are difficulties in kickstarting ideas and knowing whom to outreach to, simply because Board members are unaware where to begin.

# Workshopping Solutions



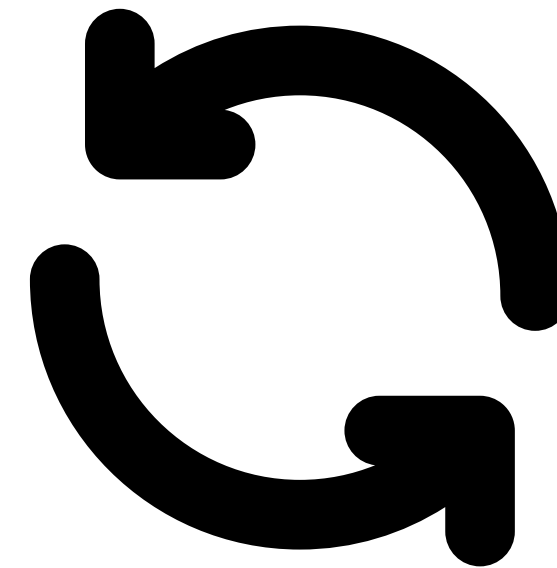
## Delegating

Document contact information for chapters and delegate one representative to uphold communication and outreach.



## Regionalizing

Create regional and/or state group communication stream to increase connection and representation between chapters within a specific region.



## Updating

Share ideas within the group communication stream that updates chapter representatives about individual progress, improvement, and setbacks to increase feedback.

**Thank you!**

