



Welcome to HLAA

Chapter Development Workshops

Amplifying the Next Generation of HLAA Leaders



Who are we?

Debra Deitz

Carrie Leising

Anecia Lockhart

Hitting rock bottom

- Leader stepped down immediately
- Poor communication
- Chapter started shrinking due to lack of attendance



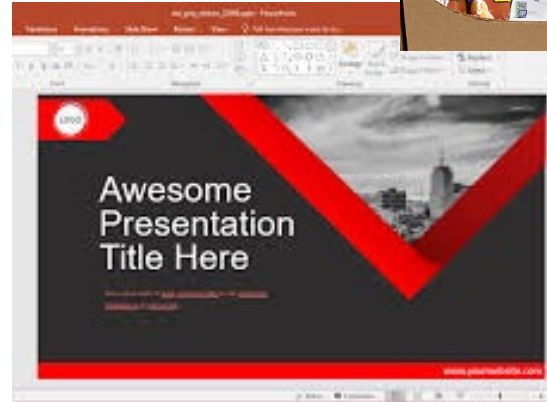
Venues

- Location – split up having it North/South
- Free
- Good parking
- Access to restrooms
- Good acoustics!



Must haves

- ✓ Foods, and good snacking foods too
- ✓ Captioning
- ✓ Microphones and speakers
- ✓ PowerPoints (visuals)



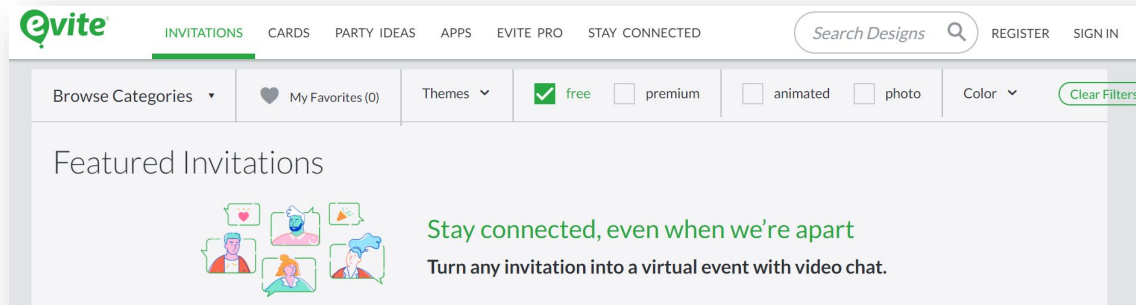
Speaker ideas

- Young adult
- Hearing aid dispenser
- Audiology
- Speech/Auditory therapy
- SoundPrint App
- Innocaption App
- Navigating Healthcare w/ Hearing Loss
- Pizza Party
- State Vocational Rehabilitation program and funding for ALDs, etc.



Promotion

- ☐ Evite invitation
- ☐ Social media
- ☐ Promote next event at current event
- ☐ Email reminders more than once
- ☐ Redundancy, repeat, regurgitate, re-share the details many times, and many ways



Links, Not Flyers:

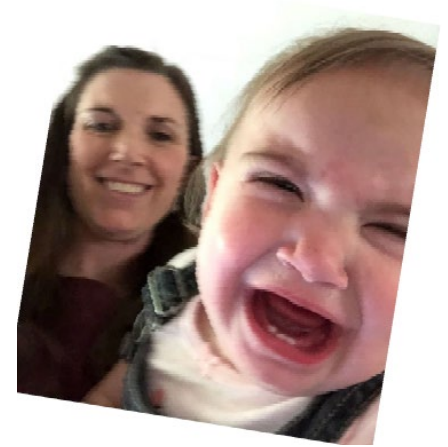
Again, due to the rise of the digital world, Millennials and Gen Zs are more likely to research or find out more information about a company online versus a flyer that gets folded up and lost. Skip the brochure and opt for a short link to a cool and informative web experience. Young people are also now highly aware of how much waste is disposed of on a daily basis, so you can score double points with this one more.





Kids

- Babysitter for families with kids
- Have activities for kids
- Keep it short and sweet



How often:

- ✓ Every other month
- ✓ Take summer off
- ✓ Consistent dates
- ✓ Plan in **ADVANCE**
- ✓ Explore virtual meeting



Create successful virtual meetings checklist:

- ✓ Have a clear goal and purpose for the meeting
- ✓ Invite and keep track of attendees
- ✓ Create dialogue and engage your attendees during the meeting



At their current stage in life, Millennials fundamentally think about their role as a stepping stone and a growth opportunity. But they also want to feel deeply committed to their role and to work for a manager who will invest in their development, which isn't entirely different from what other generations value. Our research shows that having a great manager and being part of a great management culture are important to all employees. However, Millennials place a greater emphasis on opportunities to learn and grow and opportunities for advancement.

Let IT go!

Let others own it, to train them
Harvard Business Review says Millennials
want to learn and grow!
Let it go, let it go, let it go!!!!



HAVE FUN!



If you have any questions, please email:

AustinHLAA@yahoo.com

**Facebook: Hearing Loss Association
of America – Austin Chapter**





Thank you for joining us today.

For more leader resources,
please visit

<https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/>