

Sharing Our Success (SOS) Submission Form

Chapter Name: Eastern Pennsylvania

Chapter Membership Size: Small (Less than 100)

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Submission Title: Quick Tips for Big Hits

What did you do? (a 2-3 sentence summary of your effort):

We reached out to CPLP and executive level talent professional across the country to share some of their best tips. These conversation lasted about twenty minutes, and in the end we had 4-6 insightful tips we shared with our members. Leveraging our social media, we scheduled these tips to go out via YouTube, LinkedIn & Twitter every Tuesday and Thursday morning creating a library of over a 100+ videos on topics across the Talent Management spectrum. Its a fun initiative that's well received and continues to grow!

Who benefitted from this effort (Target Audience) Check all that apply:

Chapter Members
Other: Prospects, other ATD chapters and the talent management community as a whole.

Why did you do it? What chapter needs were addressed?

We used these videos to create a greater awareness of our chapter and provide concrete value added content to all those affiliated with our chapters members and prospects alike.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

We have a data base of 100+ videos to share. The feedback from our audience has been positive across the board and our view count grows with each speaker iteration.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	<p>I partnered with my past president to create an editing cadence after the interviews were complete. We looked to our members via various communication portals (emails & newsletters mostly) for their willingness to contribute then we looked to our board's network to provide speakers for this series.</p> <p>Generally once a speaker committed, there would be a 20 minutes discussion to determine the format and general information they'd like to share followed by a date/time commitment for the recording of the video (via zoom).</p> <p>After the interview took place, I would drop it on Slack along with the breaks indicated for the start and finish of each tip for editing purposes. (i.e. Tip #1 Virtual Engagement from 1:42-4:48, Tip#2 etc...). Our past president (Rick Kerner) would then add introduction music and cover slides to each video and break up each presenter tip accordingly. From there, we would drop them on Youtube then use Buffer to systematically push them out to our audience as well as make them available (via youtube links) on our webpage and newsletter.</p>
Is there anything you would do differently?	<p>Over the course of the year we've made the adjustment we found to be appropriate along with the process that works for our chapter to produce these quick tip videos in the most efficient manner for our chapter.</p>
When did you start working on this effort?	<p>May 25, 2020</p>
When did this effort go live?	<p>Jun 01, 2020</p>
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	<p>50</p>
What resources did you use? Check all that apply:	<p>Board Members ATD Resources Other: CPLP Certified Professionals</p>
Which board positions were involved in the effort?	<p>President & Past President</p>
Select the ATD resources you used. Select all that apply:	<p>National Advisors for Chapters (NAC) Other: CPLP professionals</p>

Do you have any additional insights to share with other chapters implementing this effort?

One of our presenters agreed to join our board shortly after sharing their insight, while another member joined our board because they appreciated the value we created in focusing on digital content production.

Here is the link to our ATD Quick Tip Video Session:

<https://www.youtube.com/channel/UCTBAC95LkreKP5fqwwFWffQ/playlists>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

NAC Area Call

Other: Eileen Terrell was very encouraging to submit this initiative, we wouldn't have done it without her support!

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes