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| Chapter Name | South Florida |
| Chapter Number (ex. CH0000) | CH9060 |
| Chapter Location (City, State) | Fort Lauderdale, FL |
| Chapter Membership Size | Medium (100 - 299) |
| Contact Person for this Submission: | Anne Solomons |
| Email Address: | ANNE@TOUCHPOINT-TRAINING.COM |
| Phone Number: | (954) - 816 - 6200 |
| Chapter Board Position: | President-elect |
| Chapter Website URL: | http://atdsfl.org |
| Submission Title: | Virtual TD Talks: Going Online Overnight |
| Submission Description: | The chapter solicited through weekly emails, speakers and presenters to facilitate weekly webinars for April and May 2020. Topics were to focus on immediate needs of online delivery. |
| Need(s) Addressed? Please be specific. | Providing tools to address the immediate changing needs to increase confidence and ability in using and converting learning content for online delivery due to Covid-19. Additionally we addressed the need to keep our members engaged by providing weekly learning and professional development opportunities as well as increasing speaking opportunities for the learning and development community. |
| What is your chapter's mission? | Empowering South Florida Talent Development professionals to gain knowledge and skills while building relationships. |
| How does this effort align with your chapter's mission (Please provide specific examples)? | ATD South Florida Chapter's mission is Empowering South Florida Talent Development professionals to gain knowledge and skills while building relationships. Our TD Talks series in response to COVID-19 have supported and empowered members and the broader T&D community by providing them with guidance and knowledge on how to use online delivery platforms, to engage audience while delivering virtually, and to transform content from onsite to online delivery. Additionally, the webinar series have allowed participants to connect with each other in virtual environment which was an important support factor while in a social isolation. |
| National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples. | Our TD Talks aligned with National ATD mission to Empower Professionals to Develop Talent in the Workplace by providing professionals with the instant tools that most practitioners found in a dire need overnight: using online platforms, engaging audience while delivering virtually, transforming content from onsite to online delivery, and enabling virtual leaders to work effectively with remote and virtual teams. |
| Target Audience: (Who will benefit/has benefited from this effort?) | Our members as well as everyone in our data base and the learning and development community. |

Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)

The resources used were entirely individuals that volunteered to coordinate, facilitate, market and participate. Our volunteers included a director of TD Talks, our VP of Professional Development, our VP of Communications and her team of directors that sent email and text notifications to solicit presenters and advertise the weekly events, president-elect to coordinate communication. The idea was presented by our TD Talks director, we emailed the board for feedback, and when immediately approved, we emailed our VP of Communications to advertise for presenters. We had 14 volunteer presenters within 1 week and after advertising through email and text messages, we had 49 registered in 2 days.

How did you implement: (please give a brief description)

Choosing a 12 noon time slot on Fridays resulted in high availability for attendance. We designated one person, director of TD Talks to respond to and schedule the presenters. VP Professional Development, VP Communications and President-Elect were on a group email to coordinate all logistics, marketing, registration and hosting the meeting on our Zoom account. We recorded the sessions and emailed out to attendees after the event with relevant content from the presentations.

What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

We achieved consistent high registrations which demonstrates an increase in member engagement

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

Coordinate efforts and assign specific responsibilities to each individual. Responding rapidly to the new needs and demonstrating community support by offering no cost options will result in an engaged membership. Giving speaking opportunities to the members to increase opportunities also demonstrates our chapter's value.

Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):

TD.org chapter leader section, other SOS submissions, previous past presidents and board members, past and present.

Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to sos@td.org)

[Speaking opportunity.png](#)

additional supporting documents:

[April 3 email.png](#)

additional supporting documents:

[April 9 email flyer.png](#)

additional supporting documents:

[April 17 flyer.png](#)

additional supporting documents:

[April 21 monthly chapter event virtual.png](#)

How did you become familiar with the Sharing Our Success (SOS) program?

Other

If you selected "other", please explain your response.

at ALC

Would you be willing 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