

## SOS Submission Form

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**Chapter Name:** Metro DC ATD

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**Chapter Membership Size** Large (300+)

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**Contact Person for This Submission:** Laetitia Gnago

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**Email Address:** vp\_learning@dcatd.org

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**Phone Number:** (202) 550-0159

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**Chapter Board Position:** VP, Learning

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**Chapter Website URL:** <http://dcatd.org>

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**Submission Title:** Networking Happy Hours

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**Submission Description:** Live monthly Happy Hour Networking Events using the Zoom platform to engage our members. Gamification programming themed by Talent Development Capability Model. Produced via Virtual Programs Category of Events of the Metro DC Chapter.

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**Need(s) Addressed? Please be specific.** To provide engagement for our members during the year of COVID to help alleviate current difficult times while connecting our members with each other. To help our Members/Participants with knowledge and application of Talent Development Capability Model competencies while networking.

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**What is your chapter's mission?** Our Mission is simple - to provide quality programming, networking and learning events for our membership, thereby increasing its impact in the local talent development community.

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**How does this effort align with your chapter's mission? (Please provide specific examples)**

\*ATD Mission: Empower professionals to develop knowledge & skills successfully.\*

This effort is in direct alignment with our Metro DC ATD's mission statement. The Networking Happy Hours are a highlight of our Virtual Programs. They serve as a set of quality networking events that allows our members to learn about specific topics from the Talent Development Capability Model to help improve their competencies and knowledge in a fun and exciting way. The specific capabilities for the Fall 2020 season are: 1- Training Delivery & Facilitation, 2- Lifelong Learning, 3- Instructional Design, 4- Talent Development for Talent Strategy & Management and 5- Cultural Awareness & Inclusion.

The program is well structured and supported by our Chapter President. It also includes a committed team. A few planning sessions occur in advance, starting with a Strategy Session conducted by the Director of Volunteering and the Director of Virtual Programs. Then, each event starts with an introduction of what to expect, along with a set of introductory slides to support participants with their Virtual experience. Our Host helps participants chat with each other and connect to share "Top of Mind" items and our Moderator focuses on the game presentation. We have another support staff who helps with technical items and we have assigned a "Chief Fun Officer" (Virtual Programs Volunteer) to help when the session's energy needs a little bit of a "fun" bump!

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**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.**

We empower our members by providing a relaxed, fun environment that allows them to feel comfortable talking about themselves, how each topic is relevant to their talent development careers and discuss what they know about the Talent Development Capability Model competencies. When the response is incorrect, they are provided the opportunity to hear from another member. We also share the right answer to the game questions and at times we receive feedback that solidifies how members might have used it in their day-to-day work. They learn about how other members use the skill or knowledge from a practical perspective.

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**Target Audience: (Who will benefit/has benefited from this effort?)**

Metro ATD Members, we are also open to non-members.

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

We leverage gamification platforms and pay a small annual fee to use it. In some cases, the platforms are free to use. The platform used depends on the game/capability. So far, our Chapter is spending \$19/month as it will also be used in other projects our Chapter undertakes

Non-members pay a \$10 fee

The Director of Virtual Programs and the Director of Volunteering spend up to a 2 of hours setting up each game and discussing an action plan that includes the roles of the volunteers

Volunteers work about 3 hours leading to the event by ways of Attending Planning Sessions, Attending Dry-Runs, and Preparing themselves for the Event, Reviewing their notes..etc..

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

It was a partnership between the Director of Volunteering and the Director of Virtual Programs. The Director of Volunteering came up with the idea. She created the concept, a flow worksheet, timeline, visual design and pre-created the initial game presentation. The Director of Virtual Programs came up with all the game questions based on the Talent Development Capability Model and designed the schedule and newsletter visual for it. The Director of Virtual Programs enlisted the Virtual Programs Volunteers to a planning session to get their input, commitment and participation in leading the live event. Each event has a dry-run with the volunteers to practice the game. During the live event, we communicate via Text message for in-time, internal feedback. We made a decision, as a team, to come up with raffle prizes ideas -in this case, a discount to the Chapter's Virtual Conference. The Virtual Programs Volunteers then created a Promo video to serve as advertising for our Chapter Newsletter; which is updated each month to reflect the previous session. After each event, we conduct a short Debrief session to discuss what worked well and we can do better for the next event. The event is recorded and listed on our Virtual Channels - Event recordings on Metro DC Chapter website, accessible to Members only. A copy is also saved on the Chapter's YouTube channel.

Prep for each Event:

Promo - Video Editing Virtual Team - Virtual Volunteers (Video Editing)

Strategy Meeting - Directors (Virtual Programs & Volunteers)

Planning Session - Virtual Team & Directors

Dry-Run - Virtual Team & Directors

Event

Debrief (right after the event)

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**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.)**

Engagement, excitement about the event, additional participation each new month, interest in attending our Chapter's Virtual Conference, publicity, new members' interest in joining our Chapter. Attendees have signed up for our Chapter's Virtual Conference as a result.

Average attendance rate from registration list: 35%

Average number of rsvp: 18 registrants

Non-members price of attendance: \$10

Average non-member attendance: 1

Average Prep time from hosts: 3-5 volunteer hours (from program event inception to event actualization, includes time spent selecting platform to use)

Average new attendance for the following session: 2-3 more people attended in comparison to the prior session

Average number of announcements: 1

Average number of reminder emails to participants: 1

Average number of participants on waiting list: 0

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

Using a platform for the Games is literally a "Game-Changer"! Our first session was done manually and took some effort to put together. Once we implemented the use of gamification platforms, it became easier to manage and more seamless to run, virtually. Plus, we have been able to be more creative as the platforms offer automated options that make it fun to explore different ways to engage our members/participants.

Some of the platforms to consider include:

Triviamaker.com

Kahoot.com

Myfreebingo.com

Nearpod

Canva

Slido

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**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.):**

Director of Volunteering and the Director of Virtual Programs + Virtual Programs Volunteers

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

<https://www.formstack.com/admin/download/file/9519114197>

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**additional supporting documents:**

<https://www.formstack.com/admin/download/file/9519114199>

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**additional supporting documents:**

<https://www.formstack.com/admin/download/file/9519114200>

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

Saw or heard of SOS from another Chapter Leader

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**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](http://td.org/alc). Selected session facilitators receive complimentary registration.**

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Yes