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| **Chapter Name** | Central Florida Chapter |
| **Chapter Number (ex. CH0000)** | CH9133 |
| **Chapter Location (City, State)** | Orlando, FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Alexander Salas |
| **Email Address:** | [alex.salas@tdcentralflorida.org](mailto:alex.salas@tdcentralflorida.org) |
| **Phone Number:** | (407) - 288 - 3838 |
| **Chapter Board Position:** | VP of Communications / President-Elect |
| **Chapter Website URL:** | [https://tdcentralflorida.org/](http://enotification.td.org/track/click/30530608/tdcentralflorida.org?p=eyJzIjoidGhhTXJ5VFh4QkU4aS13dVJseERuOUlPY3pnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3RkY2VudHJhbGZsb3JpZGEub3JnXFxcL1wiLFwiaWRcIjpcImRhYjc2NmUxN2U4ZTQwMjFhMDQxNjQxNWNjNTM4MWY5XCIsXCJ1cmxfaWRzXCI6W1wiNzMwOWE3NjhlNjczZTUzODkxY2NiODMyODBmMmRmODI5ZGEwYzhkOFwiXX0ifQ) |
| **Submission Title:** | Off-the-Cuff Chapter VLOG on YouTube |
| **Submission Description:** | Starting on January 2019, ATDCFL revamped its YouTube channel into an ad-hoc and weekly vlog (Video Blog) named "Off-the-Cuff". The theme of the vlog is to have short, 6-12-minute microlearning interviews with Speakers about their upcoming Chapter events. The format is informal and shown as a webchat between host, Alexander Salas, CPLP, VP of Communications and President-Elect and a guest. Off-the-Cuff covers topics aligned with ATD's Competency Model and supports ATDCFL's motto which is: Inform. Involve. Inspire. |
| **Need(s) Addressed? Please be specific.** | The needs addressed by the implementation of the VLOG are:  promoting event attendance by informing members about the speaker and the topic at hand prior to events, enhancing the Chapter's digital presence in social media to increase followership in 365 days, and increase number of visitors to the website and membership conversion rates in 180 days. |
| **What is your chapter's mission?** | We strive to INFORM, INVOLVE, and INSPIRE workplace learning and performance professionals of Central Florida and beyond. Every initiative, event, and activity our chapter sponsors strives to supports one or more of these actions. In addition, we tailor our monthly programs and professional development events around the ATD Competency Model. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By providing our members with a social media channel they can subscribe to and get the latest information on upcoming Chapter speakers and the event topics they will be presenting either face-to-face or through webinars. It also demonstrates an effort to engage our current and prospective members through rich digital media such as video. We meet our commitment to involve learning professionals and inspire them to engage with us. We would also see how we can inspire other Chapter leaders to adopt a more current digital engagement strategy. |
| **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.** | We believe this submission aligns to ATD's mission because it empowers our members and any learning professional to learn more about the Chapter, its Speakers and the competency topics discussed. For example; episode #002 of the VLOG featured Aaron King Ed.D., an ATD Master Facilitator on Adaptive Learning. This is a topic that we found many of our members not to be too familiar with so, having a non-structured interview in conversation style with Aaron has been a very popular post on LinkedIn reaching over 2,000 viewers. Learning about unfamiliar topics prior to attending one of our events can provide a better learning experience for our participants and may inspire them to discuss them with confidence at their place of work. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The primary beneficiaries of this effort have been our social media followers and members who can at least with some confidence discuss the topics presented or at least know whether the topic is relevant to their needs. Our members also benefit because the Chapter has a dedicated page to the vlog where all the episodes are being curated. Secondly, the Chapter has benefited greatly from increased exposure as prospective Speakers have gained interest in engaging with us. Thirdly, the vlog also serves as a video journal of our events, Speakers and topics covered for future reference. |
| **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 web conferencing software used is Zoom at no cost to the Chapter. The YouTube channel is also free based on the Chapter's Gmail account. Video editing was first achieved with the WeVideo web based video tool and then done with Adobe Premiere which was donated by Alex along with the editing, post-production and uploading of videos. Zoom: <https://zoom.us/?utm_source=zoom.com> YouTube Channel: <https://www.youtube.com/channel/UCx8PC55NhAx8B0uak2JO7tg> |
| **How did you implement: (please give a brief description)** | Our plan was to be as impactful with the least amount of effort. Therefore, it was important to keep the format very simple. Introduce the Speaker, their topic of expertise, ask 2-4 questions and provide event details and links in the video description. We contact each of our Speakers and arrange for them to due the webchat with Alex and go over some quick guidance on how to best act in the interview. For example, Speakers are asked to look into their webcam when answering questions and then look at their screen when being asked a question. This makes the Speaker look as he or she was engaging with viewers. The only equipment needed was a laptop with a webcam as Zoom records the meeting and saves the recording as an .mp4 file. Editing software and access to the Internet are used to create video lower-third labels and upload to YouTube. |
| **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.)** | In the attached Google Analytics report we can see an increase of almost 300 users since the first Vlog post. The LinkedIn post reached over 2,500 views and 35 Likes. Publicity for the Chapter has increased greatly and this effort led to 15 membership renewals and 4 new members in January of 2019. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | In terms of sustainability, it's smart to document the process on how to implement the vlog. Start small and start free so others in the Board buy into the solution. The person assigned to maintain the vlog communication schedule should be a high commitment person. In this case, having the President-Elect assist with the vlog is helpful as it's expected that the next three years are covered. Be functional and don't get too caught up on formalities as it may make your videos too long or boring. |
| **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.):** | We followed guidance from the Chapter By-Laws and Alexander Salas and Rosa Espinal, Past President's expertise in web based video production. |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Analytics All Web Site Data Active Users 20190124-20190130.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiVTQ1aW8zNFZKYm1RUzltRW90V0hFMXczS3ZzIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRFFtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJkYWI3NjZlMTdlOGU0MDIxYTA0MTY0MTVjYzUzODFmOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [linkedinpost.JPG](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoickNYN0I0NjNISllQOXZraVJINjczWGdqRUEwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRFFtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCJkYWI3NjZlMTdlOGU0MDIxYTA0MTY0MTVjYzUzODFmOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [youtubestats.JPG](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiNVZ2WGdUNl9TVHQyMzFhdTdITmlMN0dueXhZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNRFFtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCJkYWI3NjZlMTdlOGU0MDIxYTA0MTY0MTVjYzUzODFmOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Found SOS on ATD website |
| **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://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoidzYzalpWaUxDWDcySm9qZG9QZmlTR3puYmRZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImRhYjc2NmUxN2U4ZTQwMjFhMDQxNjQxNWNjNTM4MWY5XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |