

SOS Submission Form

Chapter Name: Central Iowa

Chapter Membership Size Medium (100-299)

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Chapter Board Position: 2020 VP eMedia & Marketing, 2021 President-Elect

Chapter Website URL: <http://www.atdiowa.org>

Submission Title: Membership Week Engagement

Submission Description: As a chapter we provided an enhance Members Week which provided opportunities for our members to not only win some awesome prizes, but to also engage in our discussion page outlet which can also be used to network with other talent development professionals. It also gave non-members a glimpse into some of the benefits of being a member.

Need(s) Addressed? Please be specific. During 2020 we wanted to find ways to keep our members engaged in networking with other talent development professionals. Our goal with Member Week was to engage our existing members, attract new ones, and advertise ATD Power Memberships, book bundles, and learning opportunities through the ATD certificate program. Having an enhanced Members Week gave people a lot of reasons for our members to go to TD.org. We feel that the website is robust enough that it can sell National membership if we can get our members to the website. By participating members and non-members were provided the opportunity to find a new outlet in our discussion board.

What is your chapter's mission? To provide strategic partnerships that assist in creating innovative solutions that link workplace learning and performance to organizational results.

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

We aligned the effort with our chapter's mission by engaging our members and followers through our social media discussion page. By driving them to our discussion page to participate in our discussions they participate in our questions to win our prize, and can check out various discussions on the page. We asked the following questions to engage members:

1. What is your funniest talent development moment?
2. What is one book you would recommend someone to read?
3. What skills do you think someone in the talent development space must learn in the next year to stay competitive in the market?

Exposing members and potential members to our discussion board allows an outlet for talent development professionals to connect and learn from others to drive their organizational results.

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.

This submission aligns with ATD's mission by showcasing benefits of the certificate program offered and ATD book bundles.

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

The target audience for this initiative was current ATD Central Iowa Chapter members.

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)

1. For the Book Bundle and National Membership we used some of our funds to give back to our members
 2. Participated in marketing ATD Certification opportunities
 3. Multiple VP roles volunteered to run and deliver message of winners
 4. We linked to TD.org for the Book Bundles and Certifications lists
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How did you implement: (please give a brief description)

Our plan was organized in collaboration between the VP of Membership and the VP of eMedia & Marketing and committee member. A few weeks before member week we met to discuss our activities, giveaways, and communication of the week. We combined our participation of ATD Certification marketing/giveaway, membership discounts, and a National Membership. Our activities were created to not only reinforce the value of our membership, but also engage our members on our discussion page for greater exposure and knowledge of the resource. We started by using Monday to introduce Member Week and our giveaways through email and social media. Each day Tuesday through Thursday we presented a question on the ATD CI Discussion Group for members to participate in for entrance in the day's give-away. After each engagement a different board member (President, VP eMedia & Marketing, and VP Membership) announced the winner through video on the discussion board. Below is how we organized our giveaways during the week and the engagement questions we used.

Tuesday

Give-away: National Membership - Power Membership

Engagement Question: What is your funniest talent development moment?

Wednesday

Giveaway: National Membership - Book Bundle of Choice from the ATD Store

Engagement Question: What is one book you would recommend someone to read?

Thursday

Giveaway: ATD Certification

Engagement Question: What skills do you think someone in the talent development space must learn in the next year to stay competitive in the market?

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.)

1. Increased the number of Discussion Group members by 10
2. Increased awareness and member interactions added an additional 11 members in the days after Member Week
3. Email open rate was an avg. of 29%, we also shared giveaway information on our social media channels
Celebrate and give back to our members

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

1. By having book bundle, certification, and ATD Professional Plus Membership giveaways it drives our members to the TD.org site to find potential resources and incentives for becoming a Power Member
 2. It is beneficial to utilize ATD joint effort to provide quality Member Week giveaways such as the ATD certification
 3. In a time where it may be hard to engage our members, we can use giveaways to bolster membership activity and remind members of the value of membership
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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.):

1. Participating in the Certification giveaway
2. Promoting Power Membership for CARE
3. Used ATDs shared templates for communications

Our chapter is in a good financial place allowing us to give back to our members

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/9627321093>

additional supporting documents:

<https://www.formstack.com/admin/download/file/9627321094>

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

Saw or heard of SOS on an area call with my NAC

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.

No
