



SOS Submission Title:

Chapter Name:

Submission Date: 02/07/2020

CHIP Code: CH4005

Chapter Location: South Carolina Midlands

Chapter Membership Size:

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When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.

Description of Effort: In 2017 members of our board voted to establish a non-profit partnership with the Midlands Education and Business Alliance (MEBA). MEBA's mission is "to connect students of all ages, parents, and educators to career opportunities through business partnerships, training and resources". The mission of ATD and the South Carolina Chapter aligns well with this mission and we began providing both volunteers to speak at schools through the MEBA partnership and in 2018 launched the Soft Skills Summit, a mini-conference experience for 10th grade students in three under-served districts in MEBA's network. In 2019 we held the 2nd annual Soft Skills Summit, expanding the offering to include a second keynote and an additional 20 students.

Need(s) addressed (please be specific):

- 1) MEBA was in need of competent professionals to share with student groups about an array of professional development topics for youth. Students were getting exposure to employment opportunities, but not to the skills they would need to succeed in the workplace. The SC Department of Education has adopted a competency-based education philosophy that is organized by a model called the "Profile of the South Carolina Graduate" (see attached). According to MEBA, the students they serve were deficient in many of the "Life and Career Characteristics" listed in the model.
- 2) ATD Midlands chapter leaders are working to align all of our chapter activities with our mission/vision and to provide our members with value-added opportunities, even our outreach and charitable/giving partnerships.

What is your chapter's mission?

Empower professionals to develop talent in the workplace by:

- providing consistently valuable learning opportunities for our members and guests through exposure to new information, methods and approaches.
- creating deliberate opportunities for our members to grow professionally by sharing ideas and experiences, learning from each other, and providing mutual support.
- working diligently in our community to increase awareness of the value of human performance improvement.

How does this effort align with your chapter mission (Please provide specific examples)? *ATD Mission: Empower professionals to develop knowledge & skills successfully.*

- 1) This provides members the opportunity to develop and deliver soft skills materials to an audience they might not teach often, increasing versatility in those members.
- 2) It increases the awareness of ATD and the value of talent development in the future workforce and, by association, their parents, as well as the career development professionals who work for schools.

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

See #1 above.

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

- 1) Members: Our partnership with MEBA provides members with the opportunity to give back to the community using their Talent Development skills, and to increase those skills through practice.
- 2) Future workforce: The 10th grade students from rural school districts have the opportunity to learn soft skills that may not be a part of their culture, increasing employability. The Summit also works to give them opportunities to learn more about a variety of professions through networking with professionals.

Costs/Resource 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.)*

- 1) ATD Midlands sets aside \$1000 in it's annual budget to fund a charitable action. In 2018 and 2019, this was used to provide lunch for the Soft Skills Summit participants.
- 2) For the 2018 season, the 2017 VP of Programs had a full line-up of speakers. The 2018 VP of Programs developed the Soft Skills Summit as a special project. For the current format, the Coordinator must recruit 2 keynote speakers (30 minutes), 4 breakout sessions (20 minutes each, 4 times in a row, 2 hours total content), and a minimum of 6 additional volunteers, if those volunteers can stay the whole day. Our partner, MEBA, handles all logistics involving the student participants.

How did you implement? *(Please give a brief description.)*

We met several times with MEBA to outline the concept (mini-conference), audience (10th grade students from schools invited to the fewest events with MEBA), content (based on the profile of a graduate), and the event flow (student movement, volunteer logistics, etc.). From there we divided the responsibilities logically, ATD handled the content and MEBA the participants. On our end, we developed an agenda and recruited members to provide the content (see attached 2018 and 2019). MEBA invited the schools, provided nametags, and designed feedback surveys.

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

From the Students: In 2018, we had 57 participants, with an overall approval rating (Excellent or Good) of 100%. In 2019, we had 79 participants, with an overall approval rating (Excellent or Good) of 91%. Over the two years we've been involved with MEBA, we have had an additional

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

- 1) Take participant feedback with a grain of salt. We increased the amount of time in each activity from 2018-2019 based on feedback from 2018 and took a slight hit on overall satisfaction. Not all audiences have the same needs, even if they're the same demographic.
- 2) Have a few close colleagues and/or board members on standby if you need a replacement speaker at the last minute. We had two family emergencies (i.e. hospitalizations), come up this year and I scrambled a bit to find help.
- 3) Be as interactive as possible, even more so than you would be for adults, and have fun, this should be as enjoyable for the adults as it is for the kids.
- 4) Some activities, such as the expo at the beginning and the networking activity, require professionals from fields outside of talent development. Spouses, colleagues from your network, etc, can all be helpful in rounding out the market for the kids.

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)*

Our volunteer leaders and members and the funding for the event were the only existing resources used. We created a number of documents (attached) to pull off the program.

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

- Saw or heard of SOS from Twitter
- Saw or heard of SOS from Facebook
- Saw or heard of SOS from another Chapter Leader
- Saw or heard of SOS from LinkedIn Chapter Leaders group
- Saw or heard of SOS on an area call with a NAC representative
- Found SOS on ATD website
- Other (Please describe) ALC mini-SOS

10/2018

Please email completed forms to SOS@td.org along with any supporting documents.