

Sharing Our Success (SOS) Submission Form

Chapter Name: Metro DC

Chapter Membership Size: Large (300+)

Chapter Contact Person: Regine Greer

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Phone Number: (301) 580-4188

Chapter Board Position: Director of Communications

Chapter Website URL: www.dcatd.org

Submission Title: Website Redesign

What did you do? (a 2-3 sentence summary of your effort): We did a complete redesign of the entire Metro DC ATD Website. See before and after images attached below.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants

Why did you do it? What chapter needs were addressed? Our website has always been a great place to find quality talent development programs and events in the Metro DC area. We wanted to ensure that it communicated that visually from the home page to all the individual pages. Additionally, we know that our members, like most consumers today, want a modern, visual appealing, customer-centric experience and wanted to introduce new features and groupings to do so. Lastly, we wanted to ensure we could attract a younger demographic.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.) Engagement, excitement about the new site, new members joining our Chapter, the attraction of younger demographics, interest in attending our programs. Members of the Board of Directors as well as Metro DC ATD chapter members have since shared positive comments about the new website. I'm attaching specific data that captures the specific outcomes of the redesign.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

The Director of Communications is skilled in the use of experience design concepts and used these approaches in planning out the redesign. This involved gathering feedback from chapter and board members and prototyping solutions using a co-creation approach to address the needs. This also involved:

1. Researching and assessing professional websites to get a sense of best practices amongst popular sites by design
 2. Obtaining branding logos and colors by coordinating with the ATD National Chapter Relations Manager to ensure consistency with national.
 3. Creating mock templates of new designs.
 4. Sharing those designs via the Slack channel our Board uses to communicate to get a few votes for overall consensus.
 5. Reviewing the Wild Apricot capabilities to assess the possibilities of applying the mock-up.
 6. Regrouping different elements of the site so that they would fit better by recategorizing them according to specific sub-topics. For example we elevated the Events category (our most popular offering) to be accessible from the top menu. We grouped our Membership resources under that category. We also grouped our engaging content under the Community category. This included creating pages for content like "A Day in the Life of a TD Professional" and "Podcast". We also provided shortcuts to key areas like joining and subscribing on our homepage.
 7. Sourcing new, higher quality graphics including photos, videos and icons.
 8. Designing the new website prior to publishing it.
 9. Working with the Director of Technology & Operations, who performed quality assurance checks of the new site.
 10. Connecting with the Vice President of Learning, who helped answer questions about prior and new features vital to the learning team.
 11. Updating our Communications Request Form with branching and visual examples so new content can be added to the website using an organized workflow.
- Posting on social media that website was in the process of being reset to ensure members were aware (1) 12. One week in advance (2) during the 3-day weekend the revamp took place and (3) after to announce the new changes had taken place
13. Creating a "Website being revamped" sign with a Count-Down for anyone visiting the site during the revamp.
 14. Publishing the new website.

Is there anything you would do differently?

A dedicated team of skilled web site professionals, rather than one dedicated resource (the Director of Communication) would have been immensely helpful. Collaboration with the Director of Technology & Operations as well as with the Vice President of Learning to double-check the new site and ensure the needs of the chapter programs were met was helpful. The detailed QA from the Directory of Technology & Operations proved to be helpful.

When did you start working on this effort?	Dec 15, 2020
When did this effort go live?	Feb 15, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	45
What resources did you use? Check all that apply:	Other: Mainly skills and assets from the Director of Communication
Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)	https://www.formstack.com/admin/download/file/10553379578
additional supporting documents:	https://www.formstack.com/admin/download/file/10553379579
additional supporting documents:	https://www.formstack.com/admin/download/file/10553379580
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader
Would you be willing to apply 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