

Submission Date: 05/18/14
Chapter Name: St. Louis Metropolitan Chapter
Chapter ID: CH6012
Chapter Location: St. Louis, MO
Chapter Membership Size: 200+

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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:

Beginning December 2013 the St. Louis chapter initiated the Member Emeritus category and honorary title for use in our chapter. The membership category was created to honor our long term members and their service time with the chapter. To qualify, the member must be in good standing and have maintained continuous chapter membership for a period of 10 years.

Along with this honor, each Member Emeritus will receive a complimentary renewal to their chapter membership each year as their membership comes due, so long as they maintain an active ATD National membership.

Program kick off took place during Employee Learning Week as part of our 12/05/13 event, "Holiday Luncheon and Best Learning Ideas of 2013." Special recognition was given to each person as we formally presented the Member Emeritus honor to them at the meeting. As a means of further recognizing their service and promoting long term ATD membership, we then shared spotlight member profiles for each new Member Emeritus in our chapter's Jan 2014 quarterly newsletter.

Need(s) Addressed (please be specific):

The initiative addressed the need to honor our long term members. The program provides a significant benefit (complimentary chapter membership) and recognition for their service and at the same time assists with meeting our ongoing CORE requirement for joint membership.

What is your chapter's mission?

ATD St. Louis is the premier resource for professional development, networking and career enrichment for workplace learning and performance professionals. It is our challenge and passion to develop professionals to teach, mentor and lead others to work efficiently, productively and with inspiration.

How does this effort align with your chapter mission? Please provide specific examples.

It encourages, promotes, and recognizes members for long term service and involvement with our chapter and places value on this as part of our culture, while at the same time encouraging, rewarding, and promoting joint membership with national.

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

(See above) The program aligns both chapter and national level missions by promoting joint membership and long term involvement in both the local and national ATD organizations.

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

Initially, our members receiving the honor are the key beneficiaries (at least in terms of the award, they have already given much during their service time as members). Afterwards and ongoing, the entire organization benefits through the increased retention and greater involvement of our long term members.

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

There will be a cost associated with the program as we will no longer be receiving chapter membership dues from Member Emeriti who have active national memberships. This cost compared to the benefit of their experience and increased involvement in the chapter seems small and a good investment. Additionally, members in this group have literally already paid their dues... 10 years in a row, and with that have already helped to cover many other chapter expenses during that time.

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

Program kick off took place during Employee Learning Week as part of our 12/05/13 event, "Holiday Luncheon and Best Learning Ideas of 2013." Going forward, we'll continue the Member Emeritus induction ceremony each December as part of our annual Employee Learning Week event.

Each year as a Member Emeritus' membership comes due, instead of the chapter sending the automated "Please send money before your membership expires" message from Wild Apricot, we will instead send a personal email thanking them for their continued service, offering to extend their membership an additional year, and inquiring if they are maintaining their national membership.

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.)*

Each member we have approached while initiating the program has expressed appreciation for the honor and valued the creation of the program.

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

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc): The chapter board voted and approved the new membership category. We have also recently initiated a similar process to honor our past presidents with complimentary chapter memberships who maintain active national memberships.

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 ASTD National website



2014 SOS Submission: St. Louis Chapter Creating a Chapter Member Emeritus Category



€ Other