

SOS Submission Form

Chapter Name: Hawkeye

Chapter Membership Size Medium (100-299)

Contact Person for This Submission: Meg Dindinger

Email Address: meg.dindinger@apache-inc.com

Phone Number: (563) 249-0002

Chapter Board Position: Hawkeye Chapter President 2020

Chapter Website URL: <http://hawkeyeatd.org>

Submission Title: Virtual Non-Profit Training Day

Submission Description: For the past several years, we have offered a Non-Profit Training Day to support our community and especially those who work for, or volunteer with, non-profit organizations. In the past, this event has been a full-day, in person event which is held in the spring.

Intially we decided we could wait to hold the event later in the year, with hopes of being able to have a live event. As it became obvious that 2020 was not going to be a year for live enents, we decide to switch to a virtual event.

The event was a big success, and this SOS is meant to share what we did to help other chapters who may be facing the same decision for an event of theirs.

Need(s) Addressed? Please be specific.	<p>The Non-Profit Training Day in general offers breakout sessions on topics which are of value to those in non-profit organizations. It provides a way for non-profit employees, and those who volunteer with a non-profit, to attend a quality training experience without the typical cost for such an event.</p> <p>In regard to offering the event virtually, the needs addressed are the same, and in addition, we offered a safe environment for attendees. They had the opportunity to network with others, which is a significant element of the event too. Most importantly, we provided an avenue for professional development during 2020 instead of making attendees wait until we are post-Covid and can hold live events again.</p> <p>Many non-profits are seeing increased demand for their services during the pandemic. It was important for us to do what we could to help support them as they continue to support our community.</p>
What is your chapter's mission?	<p>Through learning and networking opportunities, empower professionals to develop talent in the workplace, including work-related competence, higher performance, and professional growth.</p>
How does this effort align with your chapter's mission? (Please provide specific examples)	<p>This event is our annual giving back to the community event. It is our way to help empower professionals in the non-profit world.</p>
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.	<p>In addition to the opportunity for development through the breakout sessions, we also scheduled a networking session. In the current environment, connecting with others in similar circumstances as they serve their clients, there were lots of great conversations. In a way, the event contributed to building networks within the local non-profit world which might not otherwise exist.</p>
Target Audience: (Who will benefit/has benefited from this effort?)	<p>Non-profit organization employees and those who volunteer for non-profits.</p>
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)	<p>We had very limited costs since everything was virtual.</p> <ul style="list-style-type: none"> - Give-away items (some of the prizes were donated). \$45 - Associated shipping costs to send the prizes to the winners, approximately \$3 per prize for a total of \$15. - Speaker gifts which was \$120.

How did you implement: (please give a brief description)

Instead of trying to deliver too much content virtually in one day, we split the event into one and a half days.

Day 1 - Welcome and Keynote, then three breakout sessions and scheduled networking time at the end of the day. We broke for an hour lunch mid-day.

Day 2 - We had two breakout sessions and wrapped up before lunch. Attendees were provided Zoom meeting links. The breakout sessions within the Zoom platform were used during several sessions.

Speakers were local and volunteered their time. Our keynote is also an author, so we were able to give away some of her books.

A copy of the website posting is included in the supporting documents. It doesn't have the website formatting, but it provides the schedule details, speakers and topics.

In regard to the virtual aspect, each session was structured to have a board member opening, introducing the speaker, giving some housekeeping tips, etc. Our VP Tech hosted all the sessions and handled technical elements and served as producer. Speakers all had prep sessions with VP of Technology during the week prior to the event to run through the process and to answer questions.

Another board member was assigned to capturing attendance, creating a random number generator to draw for a winner and to monitor the chat. Attendees were also encouraged to unmute if they had questions or comments throughout. Board members were split among breakout rooms within any of the sessions to help provide leadership within that group if needed.

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.)

We decreased the registration fee per person from \$35 in 2019 to \$25 in 2020.

We decreased from 57 paid registrations in 2019 (which was a live event) to 38 in 2020. However since it was our very first attempt at a virtual event, we were happy with the turn-out.

Because we had such limited expenses, we actually came out ahead financially (\$826). In past years, our goal has been to cover the cost of the location and meals, and we typically just break even.

We saw some attendance of individuals who are employees at for profit companies (they may well volunteer in their spare time with non-profits), but that was a slight difference from past years.

The feedback we received was very positive. Some examples are:

"This is such a pertinent part of our day-to-day lives, both in and out of the workplace."

"The variety, some presentation, some group chat, some polling" (in response to what they liked best).

"The tools, I can definitely use the project charter one-pager."

"I did enjoy the breakout sessions to hear other peoples' perspectives!"

This even also serves as a recruiting tool for the chapter. One of our current board members initially joined after attending the Non-Profit Training event. We may not always see an immediate effect, but it still helps get our chapter information out to the community.

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

In the future, we will expand our promotion efforts. This year, much of our focus was on how to pull it off, vs. how many registrations we had.

We know from this year's experience that having multiple board members attend is very helpful to keep everything running smoothly in the background.

In the future, we might have a theme for the networking time. Something that attendees, those who want to, could do something fun. Funny hat, or glasses, or a coffee mug with a quote, etc.

In a live event, there would have been more breakout session options for attendees, but because this was virtual, we offered just one option in each of the time slots, and still had great attendance at each of them which indicates we provided session topics that resonated with the majority of the group.

Planning and logistics shifted significantly. For virtual events, planning and logistics are based around the technology, speaker prep sessions, having electronic materials available online, etc. Planning and logistics for live events are more focused on the physical location, catering, etc.

The fact that we still had a good sized audience highlighted the need for learning and development regardless of what else is going on in the world around us. Being able to connect and network with people in our same situation is something people hunger for, whether it is in-person, or virtually.

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 had already held a couple of virtual chapter meetings prior to the Non-Profit Training Day, so that was helpful and to some extent served as practice.

Also, our VP Tech had become very familiar with Zoom and the platform capabilities.

This was really more of a mindset shift than anything. We had to think about what did the previous in-person events look like, and how can that be converted to a virtual event.

Our President Elect, Brenda Mohr (now Meeker) led a committee of volunteers who did the planning and our VP Tech provided the technical support.

Other board members helped by playing a behind the scenes role during sessions.

Our board members and committee volunteers were our biggest resource, along with the speakers who volunteer their time and talents.

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/9660728555>

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

Other: Through past board members and through ATD ALC.

If you selected "other", please explain your response.

Through past board members and through ATD ALC.

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.

Yes
