

Sharing Our Success (SOS) Submission Form

Chapter Name:	St. Louis
Chapter Membership Size:	Medium (100-249)
Chapter Contact Person:	Jazmin Webster
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Phone Number:	
Chapter Board Position:	Immediate Past President
Chapter Website URL:	atdstl.org
Submission Title:	ATD Chapter Leader WildApricot Admin Training
What did you do? (a 2-3 sentence summary of your effort):	Our chapter requested topics from our board members on how to best leverage our Website to help encourage the best setup for an optimal member experience. Board members submitted topics, and an overview session was held via Zoom. The session was recorded, and posted to YouTube and the Chapter Leader Community thread for sharing for multiple chapters' access.
Who benefitted from this effort (Target Audience) Check all that apply:	Board Members

Why did you do it? What chapter needs were addressed?

This was conducted to help support our board with best practices on Digital Stewardship, Functional area accountability, Quality Assurance and our collaborative support model. The emphasis was placed on how our website has a direct impact on our members' experience. It is important that the content we share that is public facing and internal facing reflects accurately to our members or the public. This session strongly encourages chapters to build in a Quality Reviewer process and only provide Admin access to edit / make changes only to the few who needed. View access is sufficient for the majority of the board.

There is also a larger need for Wild Apricot Training content from an ATD Chapter leader perspective. This session was recorded with the intent of sharing across chapters and to encourage other chapters to record video bites to support a future Wild Apricot library. Although the current video is available in long form, it can be edited into small bites. The video is also segmented in YouTube so that the viewer can skip to specific segments.

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.)

Our VP of Communications who recently joined in January was able to immediately produce events and email templates after the session. Our Director of Technology also was able to make website edits and assess impact of changes immediately after the session. Also, both VP of Communications and Director of Technology scheduled 1:1 working sessions so that we can changes together.

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

- 1) Request board feedback on what would be helpful to learn about our website.
 - 2) Assess the training content provided from the perspective of member experience.
 - 3) Ensure Section breaks to prompt for ease of segmenting the future video output.
 - 3) Schedule the session as live Q&A with the Board.
 - 4) Host session virtually on a platform that allows ease of recording.
 - 5) Use available video editing tool to edit the video and prepare the formatting.
 - 6) Upload the edited video to our Chapter's YouTube Channel.
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Is there anything you would do differently?	I would create a demo profile in WildApricot that I could use on screen instead of my personal profile. I was able to redact the screen a bit to hide my personal data, but in hindsight I would use an account that was safe for sharing without personal private information. I would also consider some bite sized videos for Common access areas of WildApricot Administration. These can be recorded without a live audience.
When did you start working on this effort?	Jan 26, 2026
When did this effort go live?	Feb 09, 2026
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	10
What resources did you use? Check all that apply:	Board Members ATD Resources Other: ChatGPT to help prepare an outline and timed agenda
Which board positions were involved in the effort?	President, President Elect, VP Communications, VP Community Engagement, Director of Technology, VP Programming, Director of Programming, VP of Professional Development
Select the ATD resources you used. Select all that apply:	Other: ATD Chapter Branded Presentation template
Do you have any additional insights to share with other chapters implementing this effort?	There may be other WildApricot Enthusiasts out there who have a wealth of experience and knowledge to share. Don't be shy about sharing it as we can learn from each other. This implementation was relatively low lift with the exception of the video editing, which was an optional enhancement. I would also encourage other chapters to discuss with their boards about execution of changes ownership versus the shared responsibility to review content before it goes out to our contacts, via email and also on the website. Please see attached template for a slightly modified role ownership RACI matrix.

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/19161422496>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
ATD Chapter Leaders Conference (ALC)
National Advisors for Chapters (NAC)
NAC Area Call
Leader Connection Newsletter (LCN)
Chapter Relations Manager (CRM)

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in October of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes

email_consent

true