# SOS Submission Form

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| **Chapter Name:** | ATD Fort Worth/Mid-Cities Chapter |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for This Submission:** | Jonathan Silk |
| **Email Address:** | Jonathan.silk@bridge3.com |
| **Phone Number:** | (214) 790-9845 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | https://atdfortworth.org |
| **Submission Title:** | Our First Hybrid Virtual/In-Person Chapter Meeting |
| **Submission Description:** | 2020 has been anything but normal for our chapter. The ATD Fort Worth/Mid-Cities Chapter is small, which allows us to pivot quickly to meet the needs of our members. During the early months of the pandemic, we maintained connections among our chapter members with virtual meetings. After our state government eased restrictions on public gatherings, we started assessing ways to augment our virtual meeting with in-person options. As eager as we were to get back to meeting in person, we knew the virtual meeting option would be here to stay. In July, we began researching technology needs and the facility requirements for a hybrid virtual/in-person chapter meeting. |
| **Need(s) Addressed? Please be specific.** | We needed to be ready to meet the development needs of our members. Offering hybrid virtual/in-person chapter meetings adds value to our chapter members and allows new and potential members to safely and comfortably attend a meeting. |
| **What is your chapter's mission?** | Our mission is to champion professionals in talent development through outstanding programs and building relationships. |

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| **How does this effort align with your chapter's mission? (Please provide specific examples)** | Hybrid chapter meetings allow us to "champion professionals through outstanding programs" by providing wide access to the monthly presentation. This hybrid option allows any number of attendees to participate without the limitations of the in-person occupancy rates of the meeting facility. The hybrid option allows more people to experience the amazing speaker/presenter for that month's meeting.<br><br>These hybrid meetings also allow us to meet the second part of our chapter mission, "building relationships," by offering several mini networking opportunities. During our monthly virtual chapter meetings, we used Zoom breakout rooms for special interest group (SIG) meetings. These SIGs are a valuable service to chapter meetings because they allow those who are facing specific challenges in their careers, and those who have specific interests such as technology or leadership, to learn from others who have similar experiences and can share solutions and options.<br><br>For our hybrid meeting, we made sure the event space was large enough for our in-person SIG attendees to gather at separate tables for the SIG discussion, and provided that table with the equipment to allow a small online group to participate.. |
| **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.** | This submission aligns with ATD's mission by offering professionals the opportunity to develop skills outside of their job description by producing the virtual room, setting up cameras in the facility, testing the technology and challenging the presenter to be inclusive of the virtual room to promote engagement. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our members, new members and presenters and other ATD Chapters nationwide. |
| **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)** | Chapter volunteers provided the hours spent on determining what technology was needed and testing the technology. The Zoom Business platform is donated by the chapter president. We used two tripods set up with an iPad and iPhone for the video stream on Zoom. We used a personal computer to record the Zoom session. The chapter provided a laptop for the in-person presentation display and purchased a quality wireless microphone, which was imperative for quality audio. |

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| **How did you implement: (please give a brief description)** | We began planning for a hybrid meeting in July. Our first step was to go to the meeting facility to assess the room space and to work with the A/V coordinator to be sure we understood their capabilities and limitations. We created a list of the technology we had, what we needed, and ordered what was necessary. We created a diagram to indicate which camera and computer would be used for maximum coverage and provide the best viewer experience. Then we monitored the local COVID19 data and waited for the right opportunity to execute the plan. |
| | Based on local COVID19 data, CDC guidance and our Chapter risk assessment, October was identified as the right time. The event was set up on our chapter website with four options to register: In-Person Member, In-Person Guest, Virtual Member and Virtual Guest. Due to the pandemic, the In-person registrations were limited to 15 people in the room that was available at the meeting facility. We purchased masks and the facility had hand sanitizer stations throughout the area. Two hours prior to the meeting, the board members set up the two cameras and two laptops. The Zoom platform was started and cameras, audio and virtual set up were tested. |
| **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.)** | After the first virtual chapter meeting in April, our attendance began to decrease and averaged 20 attendees per chapter meeting. With the hybrid meeting we jumped to 25 attendees. The in-person attendance was 100% of the registered members attended. The Virtual attendance was at 83%. The reactions and comments on LinkedIn increased as well. (See report from LinkedIn) |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Our chapter's four special interest groups meet at 6:30 p.m. and the main chapter meeting begins at 7:00 p.m.. On meeting day we found the Zoom platform did not work properly for the four SIGs. Quick thinking and an Agile mindset presented the solution. The four meetings were combined into two SIGS - Leadership and Instructional Design. The In-person registrants met in the combined Leadership SIG and we used the Zoom platform for the Instructional Design SIG for the virtual group. It worked out great! The issue was fixed the next day with Zoom.<br>Having a presenter who is familiar with working both audiences is KEY! Our presenter was aware of the hybrid solution for the meeting and was able to create breakout sessions for the In-Person and the Virtual groups. In Share Back time, she had was able to include the stories from the Virtual room very nicely.<br>Having a virtual producer and 2 in-person leads played a large part of this hybrid model's success. Testing before and monitoring during the meeting was crucial to a smooth flow and recording of the event.<br>Now that we have one Hybrid event behind us, we have a better idea of what equipment and technology we will need for the next one to make it even better. We are looking forward to continue to offer the virtual option to our members for 2021. |

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| **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.):** | During the pandemic we all became familiar with the Zoom platform. Several of our board members were familiar with components of how the technology would work in-person and virtually. We knew a few experts in audio, video, and production, both members and non-members, so we were able to reach out to them for advice. Then it was a matter of working together and putting all the knowledge into practice. |
| **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/9124294098 |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **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 |