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| **Chapter Name** | ATD Florida Suncoast Chapter, Inc. |
| **Chapter Number (ex. CH0000)** | CH9063 |
| **Chapter Location (City, State)** | Tampa, FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Nick Elkins |
| **Email Address:** | [president@atdsuncoast.org](mailto:president@atdsuncoast.org) |
| **Phone Number:** | (813) - 732 - 8429 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | <http://www.atdsuncoast.org> |
| **Submission Title:** | Developing a Culture of SOS |
| **Submission Description:** | Many of us are aware of the wonderful work that other chapters around the country are doing to provide greater member benefits and to increase membership value and retention. In our chapter, many people are new to the board this year.  Rather than re-create the wheel, I requested that each board member review the SOS site on td.org in its entirety and report back to the board on 2-3 SOS submissions other chapters have made that they can implement at the ATD Florida Suncoast chapter in 2016.  Further, we are requiring that EVERY board member (a total of 9 positions) submit at least one SOS on behalf of the chapter board to foster the culture of borrowing from others' success and sharing what we're doing well right here. |
| **Need(s) Addressed? Please be specific.** | Board member on-boarding: many didn't know where to start. By using the SOS page, they don't have to re-create the proverbial wheel.  Accountability: by requiring that each board member submit one SOS in 2016, we're challenging each board member to consider what they are doing, what's working well, and how other chapters can benefit from our successes. |
| **What is your chapter's mission?** | To create a Tampa Bay community that works better. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By putting to use the successes that other chapters have benefited from right here in our own community, we are providing our members with greater value, providing our board members with an opportunity to make a change. |
| **National 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.** | I've always said that being on the board of a local ATD chapter gives you an opportunity to serve as a leader to your community, and it's an opportunity some may not otherwise have.   In our role at ATD Florida Suncoast chapter board members, we're using the 2016 SOS challenge as a level-setting benchmark exercise to compare ourselves to the successes other chapters have had.  We are benchmarking ourselves so that we know where we need to go from here, a critical component to talent development. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | ALL local ATD chapter board members will benefit, our members have benefited already. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | Time necessary to review existing SOS submissions. Time necessary to implement solutions described. Resources necessary to implement solutions. Many of the SOSs implemented were done by existing board members using existing technology. One implementation required calling a board member from a submitting chapter to be walked through set up (Central Florida: linking to indeed jobs). Time necessary to review our processes, decide if something deserves to be submitted for SOS, submit for approval. |
| **How did you implement: (please give a brief description)** | Chapter president described goals to incoming board members and required feedback from each at monthly board meetings. Beyond the accountability, this relies on the board members to follow through.  We have developed an SOP for interviewing and bringing on potential volunteers, directors, and board members using the 2010 Middle Tennessee chapter's SOS. |
| **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.)** | Many members have become happier with an updated list of jobs as a result of implementing the Orlando chapter's Indeed link.  In the process of updating Metro DC's New Director Orientation SOS submission for our own board members for future years.  The Mid-Michigan chapter submitted in 2013 an SOS about using Google+ for their board meetings. We have switched from in-person board meetings to virtual meetings using our chapter's Adobe Connect account, which we have for our e-learning special interest group.  Our immediate past president created board member binders, similar to those described in the 2013 Baton Rouge chapter's SOS.  Our 2016 VPs of Marketing and Communication have a communications calendar (similar to the 2014 NJ chapter SOS) to govern our outgoing communication.  We have used multiple SOSs describing social media and communication tools to outline our social media strategy for the chapter.  We used the Central Florida chapter's SOS on creating a marketing and advertising kit to begin shaping a Sponsorship package to leave as collateral for potential sponsors after an in-person meeting.  As you can tell, we have implemented MANY of the existing SOSs. And even if we're not specifically recognizing one, it's because we are already doing it or because we've taken a small piece from that chapter's submission and hoping to be bigger and better. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Give deadlines to your board members for review time.  We created an "SOS Parking Lot" in Google Docs where we include the process for anything we believe can be submitted for SOS. This is a living document that anyone can update at any time. We've gotten used to saying, "That's an SOS!" And now that we are saying that often, we are capturing them in our parking lot document for future submission. |
| **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.):** | See above in "What were the outcomes?" |
| **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)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |

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