

## Sharing Our Success (SOS) Submission Form

<b>Chapter Name:</b>	Houston
<b>Chapter Membership Size:</b>	Large (300+)
<b>Chapter Contact Person:</b>	Janeth Harrison
<b>Email Address:</b>	vpmembership@tdhouston.org
<b>Phone Number:</b>	
<b>Chapter Board Position:</b>	VP Membership
<b>Chapter Website URL:</b>	www.tdhouston.org
<b>Submission Title:</b>	Student Outreach SOS
<b>What did you do? (a 2-3 sentence summary of your effort):</b>	<ul style="list-style-type: none"><li>• We launched an outreach initiative to connect with university and community college students interested in Talent Development, promoting awareness of our organization and the field's opportunities. After coordinating with institutional contacts and updating promotional materials, we participated in campus events to engage students, share resources, and gather follow-up information. This ongoing effort supports student engagement, organizational visibility, and chapter growth.</li></ul>
<b>Who benefitted from this effort (Target Audience) Check all that apply:</b>	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Potential Chapter Members
<b>Why did you do it? What chapter needs were addressed?</b>	We aimed to raise awareness of our organization among college students, highlight its benefits, and provide early support-both before they enter the workforce and throughout their careers via ongoing skill development and networking.

**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.)**

- Increase the number of partnerships with college career administrators
- Connect with emerging and transitioning talent in the field
- Raise awareness of the organization among college students
- Extend event invitations to targeted student groups
- Grow student membership within the chapter

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

- Identified key institutional contacts, confirmed roles, and shared outreach objectives.
- Received visit guidelines and dates, coordinated with the Board, and updated promotional materials (e.g., QR-coded flyers).
- Participated in an event by hosting an info table, engaging students and staff, and gathering follow-up details.

**Is there anything you would do differently?**

- As this initiative evolves, we plan to enhance it through onsite info sessions led by Board members.

**When did you start working on this effort?**

Jul 07, 2025

**When did this effort go live?**

Aug 16, 2025

**Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.**

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**What resources did you use? Check all that apply:**

Board Members  
ATD Resources  
Other: Onsite Career Admin

**Which board positions were involved in the effort?**

VP Membership, Director of Membership, Marcom

**Select the ATD resources you used. Select all that apply:**

Other: Flyers, Banner, giveaways

**Do you have any additional insights to share with other chapters implementing this effort?**

- We plan to continue this process, as it effectively engages students, promotes our organization's benefits, and supports the development of future talent professionals.

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

ATD Chapter Leaders Conference (ALC)

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Would you be willing to apply 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

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email\_consent

true

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