

## Sharing Our Success (SOS) Submission Form

Chapter Name:	Central Iowa
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Ngozi Igbokwe
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Phone Number:	
Chapter Board Position:	Vice President of Community Relations
Chapter Website URL:	<a href="https://www.atdiowa.org/">https://www.atdiowa.org/</a>
Submission Title:	Engaging Central Iowa Non Profits
What did you do? (a 2-3 sentence summary of your effort):	As VP of Community Relations for ATD Central Iowa, I spearheaded a focus group initiative aimed at understanding the talent development needs of Central Iowa non-profits. Through discussions and analysis, we gained valuable insights into the specific challenges and requirements of these organizations, informing future strategies to support their growth and effectiveness in talent development endeavors.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Chapter Partners Potential Chapter Members Non-Chapter Members
Why did you do it? What chapter needs were addressed?	The focus group was conducted to address the need for tailored talent development support within the non-profit sector of Central Iowa. Recognizing the role non-profits play in the community and their unique challenges in talent development, the initiative aimed to identify specific areas where ATD Central Iowa could offer resources and expertise to empower these organizations in fostering their workforce's growth and capabilities.

<b>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.)</b>	<p>Based on the feedback from the focus groups we will be launching a Non Profit SIG, led by two leaders of Non Profits in Central Iowa. The SIG will launch April 26th, 2024. A link to the webpage is here: <a href="https://www.atdiowa.org/NP">https://www.atdiowa.org/NP</a></p> <p>In addition to the launch of the SIG. The following are outcomes of the focus group:</p> <p>Strategic Partnerships: The initiative facilitated the establishment of strategic partnerships with key stakeholders in the non-profit community, further amplifying the chapter's reach and influence in supporting talent development initiatives.</p> <p>Publicity: The chapter's efforts to address the talent development needs of Central Iowa non-profits garnered positive publicity, both locally and within the broader professional community, showcasing the organization's commitment to fostering growth and excellence in the field.</p>
<b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b>	<ol style="list-style-type: none"> <li>1. Obtained email addresses of nonprofit directors and executive directors</li> <li>2. Determined date, time, and location of focus group</li> <li>3. Sent email invitation to nonprofit directors and executive directors</li> <li>4. Secured volunteers</li> <li>5. Created an agenda and ppt to present during the focus group</li> <li>6. Had focus group and at the end provided list to post survey</li> <li>7. Reviewed survey results to determine next steps</li> <li>8. Began the creation of a non profit SIG</li> </ol>
<b>Is there anything you would do differently?</b>	If given the opportunity for improvement, I would prioritize increasing the representation of non-profit organizations in the focus group. Expanding participation from a broader range of non-profits would make for better discussions, which would ensure a better understanding of their talent development needs.
<b>When did you start working on this effort?</b>	Aug 01, 2023
<b>When did this effort go live?</b>	Oct 11, 2023
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	15
<b>What resources did you use? Check all that apply:</b>	Volunteers Board Members
<b>How many volunteers were you able to recruit?</b>	4

Which board positions were involved in the effort?	Board President
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC)
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 <a href="http://td.org/alc">td.org/alc</a> . Selected session facilitators receive complimentary registration.	Yes
email_consent	true