

Sharing Our Success (SOS) Submission Form

Chapter Name:	South Carolina
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Debbie DePalma
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Chapter Board Position:	VP of Member Engagement
Chapter Website URL:	https://astd-midlands.wildapricot.org/
Submission Title:	Coffee and Conversations
What did you do? (a 2-3 sentence summary of your effort):	Certainly! Here's a potential description for your Coffee and Conversations event: **Coffee and Conversations** is a monthly ATD chapter event held on the Wednesday following our Friday learning sessions. This informal gathering offers members a chance to extend their learning by diving deeper into the key takeaways from the prior event. It also provides an inclusive space for members who were unable to attend to explore the content, engage in thoughtful discussions, and connect with fellow professionals. The event fosters collaboration, knowledge-sharing, and meaningful interactions that strengthen our learning community.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Chapter Partners Potential Chapter Members

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

Why we did it:

We created Coffee and Conversations to address two key goals: enhancing the value of our chapter's learning events and fostering deeper member engagement. While our Friday learning events provide valuable insights, we recognized that some members wanted additional opportunities to process and apply the material. Additionally, we wanted to ensure those who couldn't attend the Friday sessions had a way to stay connected and benefit from the shared knowledge.

How it benefited members:

The event created a space for members to engage in rich discussions, exchange perspectives, and build on what they learned during the Friday sessions. For those unable to attend the main event, it provided a second chance to learn, ensuring they still felt included and connected to the chapter. Overall, Coffee and Conversations deepened professional connections, reinforced key takeaways, and helped members integrate insights into their work, fostering a stronger, more collaborative learning community.

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.)

Attendance and Feedback Data

A total of 10 Coffee and Conversations events were hosted, with approximately 30 members attending at least one session. Around 40% of attendees participated in two or more events. Each event had a mix of members who attended the focus learning event, and members who did not.

During these sessions, members expressed appreciation for the ideas shared by their colleagues and noted that the conversations helped them better apply the knowledge gained from the learning events to their work settings.

Our members benefited by:

Increased Engagement

Members are offered an additional space to interact with other members across the state as the events were held virtually.

Enhanced Learning Retention

Participants were able to synthesize the material from the Friday learning event with other members, members and determine next steps of implementation.

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

Steps to Implement Coffee and Conversations:

1. Planning and Preparation:

- The VP of Engagement and Chapter President met to define the purpose and expectations for Coffee and Conversations, ensuring alignment with the chapter's goals.
- After each learning event, the VP of Engagement attended and developed talking points and key information to guide the Coffee and Conversations discussion.

2. Promotion and Registration:

- The event was advertised on LinkedIn and the chapter website, and all members received an email invitation with a link to register.
- The upcoming Coffee and Conversations session was also promoted during the Friday learning event to encourage participation.

3. Execution:

- The event was designed to mirror the feel of an informal, in-person conversation, keeping the tone casual and welcoming.
- Flexibility was key-some sessions were entirely member-led, fostering organic discussion and engagement.
- In cases where participation was high, breakout rooms were utilized to allow for smaller group discussions based on the prepared talking points.

4. Guided but Adaptable Facilitation:

- While talking points were always on hand, the focus was on letting the conversation flow naturally. The VP of Engagement often started the discussion, then allowed members to steer the conversation based on their interests and insights.

Goal: ensured that Coffee and Conversations felt approachable, valuable, and member-centered.

Is there anything you would do differently?

I think the next step would be to follow up again, in person, using our three geographic areas. This would continue the focus on the learning event, centered around understanding and implementation.

When did you start working on this effort?

Nov 01, 2023

When did this effort go live?

Jan 24, 2024

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

40

What resources did you use? Check all that apply:	Board Members ATD Resources Other
Which board positions were involved in the effort?	In addition to VP of Engagement planning and facilitating each event, our VP of communication advertised on LinkedIn, and created the Website advertisement.
Select the ATD resources you used. Select all that apply:	National Advisors for Chapters (NAC)
Do you have any additional insights to share with other chapters implementing this effort?	I thoroughly enjoyed facilitating Coffee and Conversations because it gave our members a chance to connect and dive deeper into the material beyond our usual learning events. It was great to see how these sessions provided a space for meaningful discussions, where members could share ideas and learn from each other. For those who couldn't attend the main event, it was a way to stay involved and continue learning. Overall, it helped strengthen our community, reinforced key takeaways, and encouraged a more collaborative approach to applying what we learned.
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) Other: Our NAC leader, Katie Gerwitz encouraged me while at the ACL conference. Her enthusiasm and support is so appreciated!
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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