

Sharing Our Success (SOS) Submission Form

Chapter Name:	New Mexico
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Kellie Tinnin
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Chapter Board Position:	VP of Social Media and Communications
Chapter Website URL:	atdnm.org
Submission Title:	Unconscious Bias Interview with FranklinCovey's Pamela Fuller
What did you do? (a 2-3 sentence summary of your effort):	We were able to interview the Author of The Leader's Guide to Unconscious Bias, Pamela Fuller, thought leader with FranklinCovey
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Sponsors Chapter Partners Potential Chapter Members Non-Chapter Members
Why did you do it? What chapter needs were addressed?	<p>We offered this interview on our public YouTube page. Bias is a relevant topic with today's workforce and leadership. I happened to read the book and thought it would be beneficial for members to be able to hear from the author. I was able to arrange the interview with the efforts of another chapter member who works for FranklinCovey.</p> <p>We are seeking to provide relevant and unique content for members and to provide value for both members and those seeking membership.</p>
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.)	Outcomes include: <ul style="list-style-type: none">- generate interest in membership- add value for chapter members- publicity for chapter and profession

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

- We did a promotion at events leading up to the interview date.
- email communications with members leading up to the interview date
- email blasts to members
- social media blasts with members

When did you start working on this effort? Feb 01, 2021

When did this effort go live? Mar 14, 2021

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers. 10

What resources did you use? Check all that apply: Sponsorships/Partnerships
Volunteers
Board Members

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors? N/A

How many volunteers were you able to recruit? 1

Which board positions were involved in the effort? VP of Social Media and Communications

Do you have any additional insights to share with other chapters implementing this effort? I asked the question was all it took.
As a chapter, we are trying to engage our volunteers more with their participation and resources. So far many have been really receptive.

Link to video: <https://youtu.be/YmSDAJ0kZec>

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

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