|  |  |
| --- | --- |
| **Chapter Name** | Houston |
| **Chapter Number (ex. CH0000)** | CH7032 |
| **Chapter Location (City, State)** | Bellaire, TX |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Eddie Turner |
| **Email Address:** | [eddie@eddieturnerllc.com](mailto:eddie@eddieturnerllc.com) |
| **Phone Number:** | (312) - 287 - 9800 |
| **Chapter Board Position:** | President-Elect |
| **Chapter Website URL:** | [http://tdhouston.org](http://enotification.td.org/track/click/30530608/tdhouston.org?p=eyJzIjoibzBLajZQa201R0VaSk1SaEl4QmE2V25FaFhrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRob3VzdG9uLm9yZ1wiLFwiaWRcIjpcIjAxZGEyNDgzMjZlZTRmYjA5YzBkNjExZDI5MjRkNjY4XCIsXCJ1cmxfaWRzXCI6W1wiZmI0NjExZjhmYzM4MGQ3ZDdlN2Q1ZDM2YmQ3ZThkNjg0MjJlZDRkNlwiXX0ifQ) |
| **Submission Title:** | Mobile Mic to capture and repurpose content for your chapter |
| **Submission Description:** | In an effort to provide more meaningful, targeted marketing messages, we purchased an iRig Mic that plugs into Apple and Android devices for "on the go" testimonials. This tool plugs into your cell phone to capture testimonials for website, YouTube Channel, monthly events, weekly emails, and to market for future events and sponsorship opportunities. Mobile Mic also allows a chapter to do voice overs for their presentations, capture video better for presentations and other eLearning or even live feeds for programs. |
| **Need(s) Addressed? Please be specific.** | We were looking for a way to market ourselves and get our message 'out there'. There is a difference between marketing and branding and while we have ATD branding, we needed to find a way to market ourselves to potential members, sponsors and other attendees. |
| **What is your chapter's mission?** | Growing talent development professionals through creative programming and networking to discover and achieve unprecedented levels of performance. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This supports our mission by providing high quality, live recordings for events, playbacks, marketing initiatives and sponsors. |
| **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.** | This supports our mission by providing high quality, live recordings for events, playbacks, marketing initiatives and sponsors. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members, sponsors, and the Board. Future Board members can hear from current Board members about why they joined the board and what they have gotten from it. |
| **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)** | $129 for the microphone although there are alternative options and lots of free apps. |
| **How did you implement: (please give a brief description)** | We purchased the iRig Mic and paired it with several Board member's phones. We also "branded" it with our chapter name giving it a polished, professional look. Then, before and after events, we approached members and current Board members to ask for a quick request to tell us the value they get from a membership, from the specific event, or even what they hoped to get out of their membership. We then post these on our website, on our YouTube Channel, Twitter, and other social media sites. |
| **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.)** | The response has been tremendous. Our website is more polished and complete with live, short, video testimonials which makes it easier for sponsors to want to reach out to us. We have gained new members, and it has made it easier to identify future board members. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | This is a very easy idea to implement and chapters can do more or less with this as desired. |
| **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.):** | Board members time. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **Would you be willing 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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiYWlBbUlGZENVUGJVX2V4UEVybEpyemdJWWFjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjAxZGEyNDgzMjZlZTRmYjA5YzBkNjExZDI5MjRkNjY4XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |