**2012 SOS Submission: Southeastern Virginia (SEVA)**

**Book Club**

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| **Submission Date: December 6, 2012** **Chapter Name: Southeastern Virginia** **Chapter ID: CH4096** **Chapter Location: Hampton Roads, VA** **Chapter Membership Size: Medium (200 Mbrs)** | **Contact for this Submission: Jeff Gehris** **Email Address: jgehris@langleyfcu.org** **Phone Number: 757-825-7155** **Chapter Title: President** **Chapter Website URL: www.seva.astd.org** |

**Description of Effort:**

The SEVA board decided to give back to our chapter members in 2012 by sponsoring a book club every quarter. We capped the registration at 15 members per quarter. Each member who registered received a copy of the identified book and throughout the quarter participants discussed chapters of the book via our web site forum. Members who choose to get an online version of the book (i.e., Kindle, Nook) were reimbursed the cost.

Each quarter a board member took on the responsibility of moderating the book club. The board member was responsible for the registrations, ordering and distributing the books, and moderating the forum. The moderator could choose to discuss specific chapters or ideas within a chapter.

Our first quarter book tied into our full day workshop regarding Rapid E-Learning. The book was written by Tom Kuhlmann and then he presented an entire day workshop for the chapter (members and non-members). Our third quarter tied into a book signing event. The book was written by Jim “Mr. Energy” Smith. At the end of the quarter he conducted the book club discussion and signed copies for the participants.

**Need Addressed:**

This was a member outreach program. There was no direct need other than giving back to the membership through free books and continuing to support networking among members.

**Does this effort align with your chapter mission?**

This program was definitely in alignment with our mission to promote professional development and encourage networking. Members continued discussions even after the quarter was over.

**Does this effort align with ASTD's mission?**

The program also aligns with ASTD’s mission to promote professional development. The books selected aligned with ASTD’s Areas of Expertise. The four books for the year focused on E-Learning, Career Planning, and Coach/Talent Management.

**Target Audience:**

The audience was all members. They could choose to participate based on their interest in the topic. The topics were chosen to ensure we would appeal to a wide demographic.

**Costs/Resource Use:** *(Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)*

The chapter budgeted $300 per quarter for books. Books were purchased through the ASTD store and Amazon, depending on price and availability. We purchased 15 books each quarter. If we had an extra book it was used as give-a-way at a professional development event. The board member that moderated the event volunteered their time to read the book and moderate the forum.

**How did you implement?** *(Please give a brief description.)*

The program was advertised on our web site. Registration and forum discussions were also completed on our web site. Moderators would announce the book club book and topic at the beginning of the quarter and give members time to register. By the end of the first month of the quarter all participants had received the books and had begun reading and discussing topics. At the end of the quarter the moderator choose to either conclude the discussion online or meet for a wrap up meeting.

**What were the Outcomes?** *(Include financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

The participants were extremely satisfied with the quarterly book club. It received very high marks on our member satisfaction survey and was requested by the membership to continue in 2013. The word spread about the book club at other professional development events resulting in members asking to join the discussion throughout the quarter. We accommodated the members we could with any remaining books and encouraged others to purchase the book on their own and join the discussions online; many did.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

We determined running four book club events in the year was a lot of work. It seemed we were always starting and ending one. We decided it would benefit the members more if we could open it to more members and only run the program twice a year. In addition, the forums on Wild Apricot are full of issues resulting in a lot of spamming that constantly had to be deleted. We are transitioning to have the book club discussions on our LinkedIn page and Twitter feeds instead. Members are already familiar with these social media venues making the transition smooth.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:**

N/A

***Please email completed forms to*** [***SOS@astd.org***](mailto:SOS@astd.org) ***along with any supporting documents.***