

Sharing Our Success (SOS) Submission Form

Chapter Name: Nebraska

Chapter Membership Size: Medium (101-299)

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Chapter Board Position: President

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Submission Title: Train Your Board to Recruit!

What did you do? (a 2-3 sentence summary of your effort): After succession planning was completed we identified board openings and also very low YOY retention rates. We felt that our board would benefit from recruiting training to improve both our acquisition and retention rate. As a result, we saw a drastic decrease in turnover YOY and higher board level engagement because we all had a stake in it.

Who benefitted from this effort (Target Audience) Check all that apply: Board Members

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

The average turnover in a volunteer organization is 50%, in 2021, ATD Nebraska was at 45%. While still below the national average, the biggest issue was our turnover was coming from our newest board members. We were losing individuals less than one year into their service. The added challenge of being remote due to the pandemic made us realize we needed to be proactive and equip our board members with the knowledge and skills to recruit better. We were fortunate to have skilled professionals on our board with strong experience in talent acquisition and we used that to develop our training.

Our board members all had a different idea of expectations by role, title, and general board commitment requirements. We needed to hit the reset button and not only regain their commitment but also help them identify those in their network who are a true fit. It is okay to tell someone no or identify that it's not the right time for them to serve. Letting someone down requires a skillful approach as well. We took them through a structured training where they each identified their "selfish WHY" for joining the board, meaning, what are they personally gaining from their service? The executive committee also shared memories and experiences from their time on the board to garner excitement for the days when we can return to in-person meetings. We then discussed the persona we look for, our open roles, and the internal process for taking a lead to a board leader. Everyone walked away with a better understanding of how board members are recruited and retained.

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.)

We started this process in August 2021 and at that time we had a 45% turnover rate. We also were only retaining 60% of our board going into 2022. In 2022, we had a 16% turnover rate and our 2023 retention rate is 68%. However, 75% of those not staying on the board for 2023 are due to retirement, relocation, or end of their board term.

As a result of the recruiting training, each VP felt more confident finding individuals for their teams, we saw more referrals from board members, and we had a waitlist to join our board for the first time in 4+ years.

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

We designed and executed a recruiting strategy training. We also updated our Ops manual to reflect this change as it is now a key part of our succession planning process. This training takes place after succession forms are submitted, reviewed, and selections are finalized. It's a good refresher training for tenured board members, but it also serves as a part of onboarding with new board members who joined after the last training.

Is there anything you would do differently?	I wouldn't change when and how we do the actual training because it is timely and inspiring. I think each year we need to look at our membership base and be more strategic about the types of professions we recruit. For instance, we saw an uptick in people who specialized in onboarding and talent management so as a result, we should try to recruit a board member who has that background. By doing so, we can have more diversified "group think" to provide better member resources and programs.
When did you start working on this effort?	Jun 01, 2021
When did this effort go live?	Aug 20, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	30
What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	President, President-Elect, and Past President
Do you have any additional insights to share with other chapters implementing this effort?	Gather your data! The numbers speak for themselves but painting that picture was a real wakeup call for our board. We not only tracked board member retention, we tracked board member participation. We also shared the roles with the highest turnover rates and asked the VP on that team or the Exec board to remap the persona for that role because we were obviously missing something.
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) NAC Area Call Chapter Relations Manager (CRM)
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
email_consent	true