**SOS Submission: Onboarding New Members  
SOS Title: Engagement Through New Member Orientation**

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| **Submission Date: 09.27.2016** **Chapter Name: ATD – Central Indiana Chapter (ATD-CIC)**  **Chapter ID:**  **Chapter Location: Indianapolis, IN** **Chapter Membership Size: 174** | **Contact for this Submission: Michelle Baker** **Email Address: michelle.baker@forumcu.com** **Phone Number: 317-701-5794**  **Chapter Title: President-Elect** **Chapter Website URL: atdcentralindiana.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:** With the wide variety of programming and opportunities now available through our thriving chapter, it was clear that new members were unsure where to “jump in” and make the most of their ATD-CIC membership. To address this, our Vice President of Membership and President-Elect developed a New Member Orientation program to complement the informal “welcome” new members received upon joining the chapter.

**Need(s) addressed (please be specific):** Directly addressed member survey feedback where some members indicated that they were unsure of what programming, networking opportunities and other member benefits were available to them upon joining ATD-CIC.

**What is your chapter’s mission?**

**Who We Are**

The Association for Talent Development Central Indiana Chapter (ATD-CIC) is a professional membership organization supporting those who develop the knowledge and skills of employees in organizations in Central Indiana. The association was previously known as the Central Indiana American Society for Training & Development (CIASTD).

**What We Do**

We support the talent development profession by providing trusted content in the form of research, books, webcasts, events, and education programs. We host a variety of conferences several times a year, including the premier international gathering for talent development practitioners.

Through ATD-CIC, members are encouraged to:  
**Connect:**

Network with like-minded professionals during CIASTD events and meetings, get involved in a Special Interest Group, join us in on-line forums [Twitter](http://twitter.com/ciastd), [LinkedIn](http://www.linkedin.com/groups?gid=2161167) and [Facebook](http://www.facebook.com/pages/CIASTD-Central-Indiana-Chapter-of-ASTD/137259084685), or meet future employees or employers through our ATD-CIC job bank.

**Learn:**

Attend a monthly meeting, webinar, or special event. Learn about topics ranging from facilitation skills, instructional design, leveraging technology in development, and other engaging Talent Development-related topics.   
  
**Share:**

Support your profession and develop your skills by volunteering with ATD-CIC. Opportunities exist in a variety of areas, spanning from programming to finance. Share your knowledge with others in a Special Interest Group, present at a chapter meeting, or join a discussion in our LinkedIn group.

**How does this effort align with your chapter mission (Please provide specific examples)?** To summarize our chapter mission, ATD-CIC is all about professionals, serving professionals, helping Talent Development practitioners **connect**, **learn** and **share**. The ATD-CIC Idea Swap achieves all of these goals:

**Connect:** Provides a comfortable, casual atmosphere for members and non-members to become better acquainted.

**Learn:** Provides a platform for attendees to meet and discuss topics that are top of mind.

**Share:** Provides an opportunity for attendees to solicit ideas and suggestions from fellow Talent Development professionals who are beside them “in the trenches” at their organizations.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?** Our New Member Orientation program is designed to **CONNECT** new members to the chapter, helping them **LEARN** about upcoming events and opportunities and encouraging to get involved and **SHARE** through attendance, relationship building or service.

**Target Audience (Who will benefit/has benefited?):** New members who have joined in the past 6 months are welcome to attend Orientation – we currently offer the formal session twice per year, and are looking to expand that in 2017.

**Costs/Resource 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.)*Aside from some time set aside to promote this event via monthly newsletter, social media and by direct contact to new members, there is zero cost involved to implement this offering. The session is offered immediately following a monthly program event, attendance to which is included in chapter membership.

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

Our Vice President of Membership and President-Elect discussed challenges new members face, and how this program could address them. After attending this program, new members learn:

* About each other, through informal introductions of board members and fellow new members
* An overview of our chapter’s mission, and how it aligns with ATD’s national organization and competency model.
* About upcoming events, networking opportunities and ways to connect with others throughout the year
* About Special Interest Groups and other members-only offerings
* How to get involved through membership, leadership or volunteering
* About Power Membership (ATD + chapter membership)

Open Q&A is also available for new members to ask their own questions.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)* While this was not intended to gain the chapter financially, outcomes have been favorable since implementation:

* Attendance has exceeded expectations – over 15 new members have attended each offering of New Member Orientation, also boosting monthly attendance for monthly programs
* New members are representing a higher percentage of regular attendance at chapter programs and networking events
* New members are getting involved with committees and board leadership sooner, given their more rapid “attachment” to ATD-CIC.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)* We have discovered that this needs to be offered more than twice per year, even if this results in fewer people attending the session. We will be offering this quarterly in 2017, so new members receive this information sooner after joining.

**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):** This was spearheaded by our Vice President of Membership and President-Elect, with assistance from other board members. Feedback from new members was considered.

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website

X Other - We submitted this idea on Chapter Leaders’ Day during ATD ICE 2016

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?** Yes

**\*Participating chapters receive up to two complimentary registrations for presenters.**

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