**SOS Submission:   
SOS Title:** **Engaging Past Presidents**

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| **Submission Date: 11/01/18** **Chapter Name: Houston**  **Chapter ID: CHIP 7032** **Chapter Location: Houston, TX** **Chapter Membership Size: Large** | **Contact for this Submission: Nanette Daugherty** **Email Address: pastpresident@tdhouston.org** **Phone Number: 281-782-6592**  **Chapter Title: Past President** **Chapter Website URL: www.tdhouston.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:**

To keep a Past President engaged once they become a non-voting board member, they created a process that the Past President would become Head of the Sponsorship Committee.

**Need(s) addressed (please be specific):**

To ensure Past Presidents stay engaged with the chapter once they become a non-voting member (Houston’s PP is a non-voting board member) and to be able to utilize the wealth of knowledge they have. Also, the Head of the Sponsorship Committee role bounced around and they needed a main person to take this on so they thought this may be a good way to close these gaps.

**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 mission (Please provide specific examples)?**

It ties to their mission and vision to inspire to keep enhancing their skills even once they move off the voting board. It continues their development, and networking in the LD field while still engaging as a participating member of their chapter.

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

**How does this effort align with ATD's mission (Please provide specific examples)?**

It empowers them to continue building relationships with sponsors, engage as a volunteer with their chapter as well as partner and mentor the incoming President Elect.

**Target Audience (Who will benefit/has benefited?):**

Board members and sponsors

**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.)*

No costs. Discussed as part of regular board discussion/strategy.

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

The board was discussing ways to keep the Past President engaged once they were in this role. In their chapter, while an active board member, this role is not a voting member and has less duties and responsibilities. They wanted to find intentional ways to engage them so they have a longer term relationship with the chapter. Also, it is a way they leverage all of their knowledge to continue to benefit and develop the chapter itself.

They determined they had a gap with sponsorships. They have a sponsorship committee, that had a Head person, but this role was moved around and there was no consistency. The thought was the Past President can continue with many of the relationships they had as President by leading this committee both with the members of the committee and sponsors. They also designed the role so that the President Elect would partner with them on this. This is a way for the PE to learn and develop their own relationships while being mentoring by the PP.

**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.)*

It has only been a few years since they implemented this, but short term the PP are still engaged in ATD and Houston. The last few PP moved into other roles (such as Director roles or even volunteering with National ATD). They also found that sponsorships increased and were more stable. They were able to get larger companies and have a more focus process on sponsorships. This was due to having one person who had great knowledge of ATD overseeing the process. It also helps the continuity of the relationships.

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

The overall tip is be intentional with how you use your Past President and engage them. Look at any gaps your chapter may have or need, in which their knowledge and skills would be a great fit. Some examples they have also used or considered were overseeing an advisory group they have every quarter for their chapter leaders, find policies or other updates that could be reviewed or updated, what other committees could they lead that capitalize on their knowledge base.

Set the expectations as part of the Past President role as to what they will be responsible for, like any board duties and make sure it is clear. If other members of the sponsorship committee are out talking to potential sponsors, ensure that they know to loop in the PP as the lead to keep a general flow and a main contact for these types of relationships.

**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.):** None

**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
* **Other**

As part of their initial board member onboarding process

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

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

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