**2010 SOS Submission: Central Indiana ASTD**

**NEW BOARD POSITION – VP OF Technology**

|  |  |
| --- | --- |
| **Submission Date:** 3/15/2010 **Chapter Name:** Central Indiana (CIASTD) **Chapter ID:** 5010 **Chapter Location:** Indianapolis **Chapter Membership Size:** 364 | **Contact for this Submission:** Brian Lusk **Email Address:** bjl@deltafaucet.com **Phone Number:** 317-817-8356 **Chapter Title:** President Elect **Chapter Website URL:** www.ciastd.org |

**Description of Effort:**

**Need Addressed:** As a board we didn’t have a point person or someone that was *in charge* of our website and social media. We struggled – trying to decide if this was something that fell under membership, communications, or another board role. The chapter was constantly updating the website; we were brainstorming about offering web based meetings; and we were trying to get into social media; however, we didn’t have a strategy in place. Most of our board was familiar with some aspects of social media, but we didn’t have an expert. We needed someone that could work across the board to support the chapter with technology. Most of our board positions supported our members – this position would really be there to support the board members.

**Does this effort align with your chapter mission?** Yes,in two major areas: (1) This position serves a marketing role to recruit new members and to encourage current members to be more involved. This is really about communicating with our members the way they want to be communicated with. (2) The use of social media we have in place allows another networking opportunity for our members.

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

**Target Audience:** All CIASTD members and potential members.

**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 costs associated with this initiative were minimal. We already had a website in place so the only major cost was subscribing to a web meeting tool. This position also worked with the VP of Communications to create business cards with our social media points of contact and the mission of the chapter to pass out to our members so they would have a quick reference and a way to connect with the chapter online. The position is also currently recruiting members to help support the chapter in using technology in four main areas: chapter website, web conferencing, social media, and our private social network on Ning.

**How did you implement?** *(Please give a brief description.)* We recruited for this position when we were planning for the 2009 Board Slating. The advertisement read:

VP of Technology

This new board position is instrumental in taking our chapter to the next level. This strategic position is responsible for defining how we can leverage technology to support the chapter’s success. From the organization’s website to the use of technology for the delivery of educational programs for our members, this position works closely with other board positions, our website vendor, and association management firm to ensure we are making the most effective use of technology.

Once this position was in place, the first year was spent working other board members to determine the technology needs of the chapter and initiating a presence in the various social media sites. As a result, a project was put in place to update the chapter website (an ongoing, slow process), a strategy was created for the chapter’s use of social media, and this position worked closely with the VP of Programs to plan webinars.

**What were the Outcomes?** (Include financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.) The outcomes of this position is where the real benefits have been:

* We offered one webinar in 2009 and there will be five webinars offered in 2010 for our members.
* This position is working across the board to update the current website and keep it updated.
* The chapter has a strategy around using four social media tools:

1. LinkedIn Group – 67 members
2. FaceBook – 64 Fans
3. Ning Network – 134 members
4. Twitter– 72 Followers (We currently have 216 tweets. Twitter is used to share news, promote events, and share tweetbits at monthly programs.)

Having these outlets in place has really changed how we market our monthly programs. We are now able to reach our members several ways.

* Another unexpected outcome was this position was instrumental in creating a Yahoo Group for the board where we have a shared space to store files, share ideas, and communicate with each other.
* In April, we will be using DimDim to offer a Technology Orientation to our members that want to learn more about social media; going forward we will also offer this to all new members.

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

* Start with goals and work towards developing a strategy.
* Because this position will work closely with all board members – be very clear about expectations.

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

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