**2013 SOS Submission: (ASTD HOUSTON CHAPTER)**

**(LAUNCHING A LEADERSHIP COUNCIL)**

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| **Submission Date:** 12.23.2013 **Chapter Name:** ASTD Houston **Chapter ID:** CH7032 **Chapter Location:** Houston, Texas **Chapter Membership Size:** 300 | **Contact for this Submission:** Margaret Maat **Email:** mmaat@forwardfocusinc.com  **Phone Number:** 281.913.3328 **Chapter Title:** ASTD Houston Chapter **Chapter Website URL:** www.astdhouston.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:** The Leadership Council was created as a forum to engage senior leaders within the Learning & Development community in Houston, TX who works as advisors in setting strategy for the local ASTD chapter. These senior corporate leaders meet quarterly which is organized by and facilitated by a board member whose title is VP Special Projects. An agenda is set for each meeting that allows for discussion and sharing of ideas and feedback for the local chapter. Various topics have included: Programming, Membership and Professional Development.

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

* Allows opportunity for ASTD chapter leaders to engage senior leaders within the local corporate L&D community.
* Allows for feedback and direction for the chapter.
* Provides a forum for networking and sharing best practices among corporate leaders.

**What is your chapter’s mission?**

* Providing learning and networking opportunities to achieve unprecedented levels of individual and organizational performance.

**How does this effort align with your chapter mission? Please provide specific examples.**

* The Leadership Council provides a forum to improve performance of the local chapter by gaining ideas from leadership in the corporate community. One example of improving performance was in implementing the suggestion of have the ASTD Best Award winner, Jiffy Lube’s Ken Barber, provide a presentation at the monthly meeting for the chapter.
* Based on feedback and participation in the Leadership Council, the chapter was able to attract top quality leaders in the community to participate as key note speakers, facilitate breakout sessions and participate in panel discussions during the annual chapter conference.
* Provided networking and sharing of best practices among Leadership Council participants.
* Increased awareness among corporate community of ASTD Houston Chapter events and the benefits of membership in the local chapter.

**How does this effort align with ASTD's mission? Please provide specific examples.**

* The Leadership Councils provides ideas and feedback from the corporate community that allows the local chapter to meet the learning & development needs of local L&D professionals in the community.
* This effort has been instrumental in creating programs within the local chapter that enhance the membership value of ASTD.

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

* That target audience for this effort is all ASTD local chapters.
* The target audience for the Leadership Council is senior L&D corporate professionals who have an interest in contributing to the vision and mission of the local ASTD chapter.

**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.)*

* Lunch – typically $300 - $500 per event (Typically held at a nice restaurant or catered in a conference room of a local company.
* Parking - $5 – 10 per person per event
* Administrative Assistance – 4 – 6 hours per quarter
* Volunteer – VP Special Projects – 6 hours per quarter
* Most of the expenses of lunch and parking have been paid by sponsors of the event.

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

* Identified leading companies and organizations within the community.
* Identified senior corporate leaders within these local organizations.
* Connected with senior leaders through LinkedIn, e-mail, local business publications and networking at events such as the ASTD International Conference & Exposition.
* Identified sponsors for the Leadership Council luncheons with the benefit of sharing a brief presentation (10 minutes) of what the sponsoring company does.
* Scheduled Leadership Council meetings at the beginning of the year to be held on a quarterly basis.
* Sent invitations to attend Leadership Council meetings six weeks in advance of the quarterly meetings.
* Emphasized the benefits of supporting the local ASTD chapter.
* Sent reminders and made phone calls to attendees.
* Sent meeting notes and thanked participants.
* Shared ideas and information at Board meetings of the local chapter.

**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.)*

* Gained feedback from corporate leaders on the perceptions of local chapter.
* Leveraged participation and feedback to incorporate a panel discussion with corporate leaders on Leadership at the annual conference for the local chapter.
* Implemented the idea to encourage joint membership with ASTD and local chapter by making one payment through the local chapter for membership. The local chapter processes payment to ASTD national membership. This suggestion was made since some companies only pay for two professional memberships.
* Invited local companies who were recognized as ASTD Bests Awards to speak at chapter events and conferences.
* Conducted conference with theme of “Running Your Training Organization Like a Business” and included corporate level speakers at VP level or above at 5 of 14 breakout sessions and the keynote address.
* Once previous member of the Leadership Council is now on the Board of Directors for the chapter and brought entire team to annual conference.
* Gained participation by local companies and organizations from the Leadership Council in Employee Learning Week and received a written proclamation from the City of Houston for Employee Learning Week. Companies included Amegy Bank of Texas and Stewart & Stevenson.
* Chapter saw membership grow by 22% from December 2012 to December 2013 from 248 members to 303 members.
* Leadership Council members have shared that they have enjoyed the benefit of networking and sharing best practices with other executives within the community.
* ASTD Houston Chapter was recognized ASTD Chapter of the Month – November 2013.

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

* Ensure participants understand the benefits of contributing and being a member of the local chapter.
* Share success with the Leadership Council on the ideas that have been implemented.
* Provide advanced notice of quarterly Leadership Council meetings.
* Listen and have someone taking notes during the Leadership Council meetings to capture ideas and recommendations.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc):**

* Margaret Maat, VP Special Projects, ASTD Houston Chapter
* Debbie Richards, President, ASTD Houston Chapter
* Presentation materials and handouts from ALC, October 2013
* [www.astdhouston.org](http://www.astdhouston.org)
* [www.astd.org](http://www.astd.org)

**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

X Saw or heard of SOS on an area call with a NAC representative

X Found SOS on ASTD National website

X Other Encouraged to submit SOS by ASTD volunteer.

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