**SOS Submission: Bay Colonies Chapter  
SOS Title: VP Strategy Role for Past President**

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| **Submission Date: June 9, 2016** **Chapter Name: Bay Colonies**  **Chapter ID: CH1113** **Chapter Location: Rhode Island** **Chapter Membership Size: 75** | **Contact for this Submission: Jamie Millard** **Email Address: james.b.millard@gmail.com** **Phone Number: 401-965-1417**  **Chapter Title: Bay Colonies** **Chapter Website URL:** |

*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: Created a VP Strategy Role on the Chapter’s Board of Directors**

Need(s) addressed (please be specific): There was a need to leverage the ATD experience in the chapter, including onboarding and coaching new board members, identifying network and liaison opportunities with ATD National, planning and facilitating the annual strategic planning effort, supporting the annual CARE submission, and ensuring that the mission, vision and values are upheld. The role is perfectly suited for a former Past President who is interested in continuing to support the chapter

The following is an excerpt from the Bay Colonies Operations Plan, describing the role of the VP Strategy:

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| **Section 4: VP Strategy – Jamie Millard** | |
| **Description** | **Chapter Initiative** |
| Develop annual ATD Bay Colonies chapter Strategic Plan | * Work with the President to plan the annual strategic planning meeting. * Facilitate the annual strategic planning meeting * Update and document the chapter’s strategic plan. |
| Develop the annual ATD Bay Colonies chapter Operations Plan | * Collaborate with chapter board members to update and document the annual operations plan in support of the chapter’s strategic plan. * Assist the chapter president in submitting the operations plan to fulfill the annual ATD CARE requirement. |
| Build and Expand Partnerships with ATD National | * Help connect chapter board members to ATD national resources. * Help board member network with counterparts at other ATD chapters. |
| Coach and Mentor New Board Members | * Work with the board to ensure that successors for all board positions are identified. * Train, coach and mentor new board members in their new board role. |

**What is your chapter’s mission?**

**Our chapter’s vision is:** Demonstrate strong leadership in workplace learning and performance and enhance the knowledge and competence of individuals and organizations in the Southeastern New England area.

**Our chapter’s mission is:** Create value for Southeastern New England profit and non-profit organizations and our local Bay Colonies Chapter membership by providing opportunities for professionals in the workplace learning and performance field to network and to enhance their effectiveness on the job.

We fulfill our mission and achieve our vision through a commitment to:

* Learning. We believe it is critical to performance.
* Service. We anticipate and satisfy the needs of our members.

**How does this effort align with your chapter mission (Please provide specific examples)?** The VP Strategy is focused on ensuring that the chapter’s strategy and execution support the vision and mission. For example, the strategy strives to be inclusive of our total membership, including for-profit and not-for-profit members. The annual strategy includes a “theme” for the programs for that year. Each year, we devote part of a program to soliciting input from our members to identify the key topics and issues they want us to focus on. We also have a Board of Advisors – a group of senior L&D leaders from local firms who provide input on what they would like us to focus on. When we realized that there was a great need for developing knowledge and skills in our membership around virtual learning and the use of technology and social media, we created a theme of “Don’t get left behind”. Recently, the theme was “Where are you going”, which was focused on identifying the changing nature of our profession and some of the trends and solutions to address these changes. In this way, the VP Strategy ensures that the plan supports our mission by targeting learning to address the evolving needs of our members.

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

**How does this effort align with ATD's mission (Please provide specific examples)?** As stated above, the VP Strategy role is focused on ensuring that the chapter’s initiatives and programs support talent development of our members. We have a few larger, Fortune 500 organizations that are members of our chapter. In a few cases, these organizations send their entire L&D team to our chapter meetings, because the sessions address current development needs and we encourage active networking and sharing of ideas. Additionally, these organizations have stated that since the programs are targeted to their needs, they find that allowing their L&D professionals to come to the monthly meetings as a group is one of the most cost effective investments they have for their people.

**Target Audience (Who will benefit/has benefited?):** The VP Strategy role supports the Chapter Leaders, the entire membership of the chapter, and potential members.

**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.)* There are no additional costs associated with the VP Strategy role, except that we go offsite and pay a couple hundred dollars for a conference space and food for the annual strategy meeting.

**How did you implement?** *(Please give a brief description.)* The role was formed to ensure that experienced former chapter leaders have an opportunity to continue to support the chapter. We updated our operating documents to include the new role and had an election to elect the VP Strategy for a 2 year term, which can be extended a second year. We modified some of the other roles to shift responsibilities for strategy planning, CARE oversight, ATD National networking, and Chapter Leader onboarding to the VP Strategy.

**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.)* As a result of ongoing strategic discussions, Bay Colonies won 1st place in Super Star Status for small chapters (we encourage everyone to be both National and local chapter members), we won the 2016 for highest membership growth. We have a reciprocal agreement with other New England area chapters, and we regularly get members from other chapters to attend our meetings. We have filled all roles on our board of directors and we are regularly recognized as one of the best managed chapters at ATD.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)* The VP Strategy role works if you have experienced former Past Presidents or former NAC members who are interested in continuing a leadership role in the chapter.

**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):** The operations plan (excerpts above) describes the role.

**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: ATD International Conference in Denver

**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, but I believe the deadline has passed for the 2016 conference. Let me know if you would like me to submit a proposal.

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