**SOS Submission: Board Communication & Accountability with Basecamp  
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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:** It’s no secret that chapter leaders are extremely busy – juggling work and family commitments, along with chapter leadership responsibilities. ATD-CIC was no different – to communicate more effectively, alleviate unnecessary emails, and to manage projects and chapter duties more efficiently, the ATD-CIC board implemented Basecamp, an online collaborative work platform, to streamline chapter leadership and communication among the team.

**Need(s) addressed (please be specific):** Chapter leaders are flooded with their own work and personal emails. By adopting Basecamp, unnecessary emails have been reduced by over 75% and the confusing ***“did I copy you into that email thread??”*** situations have been essentially eliminated altogether!

**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)?**

As chapter leaders, our defining purpose is to enable one another to provide opportunities for our members to **Connect**, **Learn** and **Share**. Making our volunteer board members’ jobs easier only helps us achieve our mission more effectively.

Furthermore, our board is able to Connect, Learn and Share through Basecamp:

**Connect:** This tool provides a simple, central location for board members to collaborate, communicate and connect. It also connects us to our external association management team, as well as providing access to Special Interest Group and committee leaders for their own unique communication needs.

**Learn:** Through using this as a document repository and collaboration tool, we are able to submit board reports, and discuss various ongoing projects throughout the month. Visibility into project status ensures that board members and stakeholders are held accountable.

**Share:** Basecamp’s powerful collaboration functionality provides an intuitive workspace for discussion, file sharing, to-do list creation, and more.

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

**How does this effort align with ATD's mission (Please provide specific examples)?** By streamlining all chapter leadership operations, including CARE requirements, important dates (taxes, etc) and other key initiatives, ATD-CIC can assure members that the chapter is stable and appropriately managed. We are able to spend less time focused on administrative tasks and more time being strategic and engaging with our membership.

**Target Audience (Who will benefit/has benefited?):** While this is a tool primarily reserved for our Chapter Leadership team (board), we have recently rolled this out to our Special Interest Group leaders and committee members. Permission settings allow us to grant limited access to certain sections that have been created for those chapter partners.

**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.)*Basecamp is a mild investment for our chapter, costing $29 per month (billed annually). This includes unlimited “basecamps” (individual project pages) and unlimited users within the account. For the efficiency and results we have achieved since adopting this tool, it has been well worth including in our annual operating budget.

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

Implementation was straightforward, and the tool is intuitive to use. Upon purchase, we created pages for the following:

* General Board Discussion and Documents (board-only access)
* Monthly Board Meeting pages (ex: September 2016 Board Meeting) (board-only access)
* Special Interest Group pages, with access for SIG leaders
* Committee pages, with access for members

Monthly board meeting pages include: meeting agenda, to-do list and specific action items or discussion directly pertaining to that month’s events. Board members upload their board reports prior to the meeting for review and online discussion, allowing minimal time spent at the board meeting discussing “old business.”

The monthly board meeting pages are saved, but archived, at the end of each month.

**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.)* Outcomes have far exceeded expectations since implementation:

* Email traffic (to board members’ work or personal emails) have been reduced by at least 75%
* Projects have been completed more efficiently
* Communication is proactive and inclusive, by elimination of ad-hoc emails
* Document repository feature allows “one stop shop” for many necessary forms, reports and other files

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

1. Unless you change your personal notification settings, you will receive a real-time email notification for EVERY post on a page for which you have access. This only fueled the email traffic until we realized how to fix it. We are now educating board members to personalize their notification settings to receive updates at a frequency that works best for them.
2. Be mindful of which topics are to be discussed on which page. Keeping things too general makes it a bit confusing to know where to go. Use a naming convention that is clear and concise to make it easy to navigate and use!

**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 Chapter President, who has been using this tool at her company for several years. She saw the potential for our board and suggested it. The board discussed, implemented Basecamp as a pilot and was unanimous in adopting.

**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.***