

Sharing Our Success (SOS) Submission Form

Chapter Name: Chicagoland

Chapter Membership Size: Large (300+)

Chapter Contact Person: Jason Berry

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Chapter Board Position: President`

Chapter Website URL: atdchi.org

Submission Title: Coffee & Connections | A Monthly Virtual Networking Event

What did you do? (a 2-3 sentence summary of your effort):

We host a monthly networking event called Coffee & Connections. It takes place on the second Monday of every month, from 8:15am - 9:00am. Each session kicks off revisiting the previous session's takeaways and "assignments", sharing as a group about how those went. Next we dive into that day's session topic and break into small groups for conversation. Afterwards we reconvene as a large group, discuss, then end the calls with takeaways and "assignments" for next time.

Who benefitted from this effort (Target Audience) Check all that apply:

Chapter Members
Board Members
Chapter Volunteers
Chapter Sponsors
Chapter Partners
Potential Chapter Members
Non-Chapter Members
Consultants

Why did you do it? What chapter needs were addressed? In this new, more spread out, virtual world, it has been a way for us to stay connected and continue to benefit from the great networking that being an ATDChi chapter member offers. This is by far our most popular event, regularly getting signup numbers of 50+ people. It's an easy community win and helps promote our theme for this year, which is leaning on the expertise that exists right here in our community.

The takeaways each session consist of actionable items for that day's subject along with "homework" such as "connect on LinkedIn with five people from today's call", or "meet up with one person from today's call who you don't know for a real life coffee". We'll also typically task everyone with inviting three new people to next month's event. We then also of course encourage everyone to follow us on LinkedIn and Instagram.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.) Membership growth and engagement were first and foremost. It also has increased our sponsorship buy-in as they attend these sessions a love the opportunity to meet some of our other members and love having their name being a part of the event.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific) It's been a slow build over time that started a couple years ago. What really put it over the edge though was the addition of takeaways, actionable items, and then revisiting those things at the next session. That has helped drive connectivity, create a story, and has resulted in many more repeat attendees.

Is there anything you would do differently? Just the stuff that's been successful sooner :-). That said, as good ideas come up that we think might work for the session, we're always flexible enough to add and adapt.

When did you start working on this effort? Jan 01, 2021

When did this effort go live? Jan 01, 2021

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers. 0

What resources did you use? Check all that apply: Board Members

Which board positions were involved in the effort? The President (who also leads the discussion), the VP of Programming, and the VP of Marketing

Do you have any additional insights to share with other chapters implementing this effort?

Left the hours spent blank above because it's an ongoing thing. On average I would say we spend about 2-3 hours/month now on this.

- 1 hr updating that month's slide deck
- 1 hr leading the session
- 1 hour sending the follow up email containing takeaways, homework, etc

Other than that, always happy to chat with anyone in much more depth about this if they're looking to do something similar. I'm also attaching a sample Coffee & Connections presentation.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/14658797435>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
ATD Chapter Leaders Conference (ALC)
National Advisors for Chapters (NAC)

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
