Sharing Our Success (SOS) Submission Form

Chapter Name:	Greater Las Vegas
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Britne Jenke
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Chapter Board Position:	President-Elect
Chapter Website URL:	https://atdlasvegas.org/
Submission Title:	Creating an Online Resource Library
What did you do? (a 2-3 sentence summary of your effort):	We created a free FreshDesk account and used the knowledge base feature ("Solutions") to create a resource library for our members. We regularly upload video recordings, slide decks, handouts, and other resources provided by our speakers. The library is an exclusive members-only benefit!
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members
Why did you do it? What chapter needs were addressed?	When we pivoted to hosting virtual events during COVID, we found we needed a place to host recordings and multimedia to share with our members. We first started with a YouTube channel to upload our Zoom meeting recordings and a shared folder in our chapter Google Drive to share files. In an effort to condense these two locations, we explored knowledge base software.
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.)	Since adding the members-only resource library, our annual survey results show this is an often used member feature, with the number of respondents citing this is a "high value" resource increasing year-over-year as more resources are added. (Source: 2021, 2022 & 2023 ATD Las Vegas Annual surveys)

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	FreshDesk offers a free version (https://www.freshworks.com/freshdesk/pricing/) and we simply disregard the ticketing options to use just the knowledge base (https://www.freshworks.com/freshdesk/knowledge-base-software/). We created 4 categories in our resource library: the 3 TD capability areas and a category for other chapter meetings and events. Within each capability area category, we have sub-categories for each of the individual capabilities. Since we align our chapter programming with the capability model, we simply choose the best category for each set of resources. We also use the tag feature of the knowledge base to add keywords. We still upload our meeting recordings to a YouTube account, but now we publish them as unlisted and embed the video in each knowledge base page. We chose not to make our recordings public on YouTube so this could be more of an exclusive member resource. We also add descriptive text, links, and attachments to each knowledge base page as applicable to the event. But not every resource has a video - we have also gone back through our previous Google Drive library and added slide decks, handouts, templates, and other resources shared by our speakers.
Is there anything you would do differently?	When the project started, we were embedding our FreshDesk knowledge base page into a page in Wild Apricot restricted to members only using an HTML widget. This year (2023), Wild Apricot removed the ability to embed HTML code into a page, so now the members-only resource library page has a simple link to open the knowledge base in a new window. We much preferred the ability to embed HTML (for many reasons other than just the library page), so it has been one of our deciding factors in choosing a new website.
When did you start working on this effort?	Jan 01, 2020
When did this effort go live?	May 01, 2020
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	40
What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	VP Technology, VP Programming & Professional Development
Do you have any additional insights to share with other chapters implementing this effort?	Please contact Britne Jenke (britne@atdlasvegas.org or calendly.com/britne) for a tour of the ATD Las Vegas members-only resource library.

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC)
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