

Sharing Our Success (SOS) Submission Form

Chapter Name:	Bay Colonies
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Lisa Robbins
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Chapter Board Position:	VP Membership
Chapter Website URL:	atdbaycolonies.org
Submission Title:	Valuable Membership Benefit
What did you do? (a 2-3 sentence summary of your effort):	We partnered with Skillsoft/Percipio to offer free licenses to our members. Our membership is \$50. A 1-year Percipio license is a value of about \$195. Great value for our members.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Partners
Why did you do it? What chapter needs were addressed?	<p>We wanted to have a more tangible value to membership. Networking has always been a huge benefit and we lost some of that impact during the pandemic. By offering a clear dollar value to membership we believe it attracts more members.</p> <p>In addition, we have begun to offer free Byte Size Lunch & Learn events that are built around Percipio material. So far this year we have had 2 (Collaboration, Growth Mindset) with 1 more (Unconscious Bias) scheduled. We advertise it with our other events (email invites, LinkedIn posts and mentions at meetings for upcoming events). This way we can showcase what they can get with a Percipio license. In the 60 minutes, we show about 3 short videos (3-6 minutes each). We open up to discussion via breakout rooms with questions specific to implementing the material covered. We have had about 10 people show up for each virtual event.</p>

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.)	<p>We have had 24 member profiles created since adding Percipio as a member benefit.</p> <p>We have 23 users who have requested a license to Percipio.</p> <p>We have had 2 Byte Sized Lunch and Learn sessions using the Percipio material. We have a 3rd schedule for May.</p>
What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	<p>I reached out to a contact at Percipio and asked about a discounted license. After a brief conversation, she offered 100 free licenses per year to offer as a members-only promotion. It's a win-win-win.</p> <p>Members win with a free license. We win by increasing membership. Percipio wins by getting exposure to learning leaders in many different organizations.</p> <p>When a member joins, they receive our welcome email with details about our chapter. There is a section asking them to reach out if they would like a Percipio license. The Membership VP creates their login information. We currently have 23 Percipio licenses being used.</p> <p>Our member orientation material also showcases the Percipio benefit.</p>
When did you start working on this effort?	Dec 19, 2021
When did this effort go live?	Feb 19, 2022
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	20
What resources did you use? Check all that apply:	<p>Sponsorships/Partnerships</p> <p>Board Members</p>
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	No money was used. Percipio offered the licenses free of charge. I used the Percipio contact that we use in my day job.
Which board positions were involved in the effort?	VP volunteers, membership, programming and President

Do you have any additional insights to share with other chapters implementing this effort?	<p>It's fairly easy to maintain. I manually enter the information for the license (name, user name, password and email address). The Percipio platform will automatically send an email to the member with information on logging in.</p> <p>The Byte Size Lunch and Learns are a light lift. We choose a few short videos on the topic and allow for discuss to organically happen. We ask questions in the breakout groups such as - how have you applied this before, what will you try to apply, etc.</p>
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	<p>Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) NAC Area Call Leader Connection Newsletter (LCN)</p>
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