

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** Metro DC

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**Chapter Membership Size:** Large (300+)

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**Chapter Contact Person:** Laëtitia Gnago

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**Email Address:** VP\_Learning@dcatd.org

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**Phone Number:** (202) 550-0159

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**Chapter Board Position:** Vice President of Learning

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**Chapter Website URL:** <https://dcatd.org> + <https://dcatd.org/podcast>

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**Submission Title:** Chapter Podcast

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

In 2021, Metro DC ATD launched our podcast The Beltway Broadcast. The "Podsquad" represents chapter volunteers who also serve in board positions: the 2021 VP of Learning, VP of Finance, Director of Technology and Operations, and Director of Virtual Program. We created a formal process to ensure the podcast's continuity and professionalism to both promote it and future-proof it, which ensures it will remain relevant for future boards as well as connected to chapter initiatives. This was built on their collective knowledge, skills, and expertise of the Podsquad; as a committee, we built a sustainable episode development process that connects subject matter experts and topics to the Capability Model and member interests; prepares guests for a successful appearance; provides a professional-sounding listener experience; and ensures episodes are accessible via numerous podcast streaming platforms. This initiative resulted from a strategic goal during the 2020 strategic planning retreat. As part of this effort, the chapter established a comprehensive Podcast SOP. The goal was to promote a culture of thought leadership across the board. The program helped to ensure that 2021 board members received consistent access to Talent Development related tips, recommendations, practical advice, and knowledge-sharing in a fun and creative way. Chapter leaders also gained a deeper understanding of the tools used to make this a manageable experience and achieved listenership increase within a short period of time. The program is well-structured and supported by our Chapter President and Board. It also includes a committed team. This podcast ties into programming and communication, sparking personal and professional growth. To make it successful we work well together as a team. We identify, prepare, and interview guests, including how to use the ATD Capability Model to guide topic selection and align them to appropriate guests. We leverage key technology, such as recording tools, hosting platforms, and editing software, that contribute to a professional-sounding podcast and optimal listening experience. Being a dynamic medium, the Beltway Broadcast Podcast encourages the development of questions, brainstorming, thought processes, and storytelling. In addition, we are presenting this as a best practice opportunity at ALC! Need(s) addressed (please be specific): Increase membership. Connect listeners to a wide variety of considerations, resources, and tools. Alignment with the Talent Development Capability Model to guide selection as another opportunity for APTD/CPTD credential holders to further their knowledge and practical application of terms and definitions from their studies. Contribute to professional and talent development culture.

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**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  
Other: We also have international listeners to the podcast around the world!  
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**Why did you do it? What chapter needs were addressed?**

The opportunity to provide quality programming, networking, and learning events for our membership has been key to the Beltway Broadcast's success. In addition to specifically aligning our guest speakers' topics with the Talent Development Capability Model, we found that this type of programming provides a new way for our members to engage with us while providing non-members and prospective members with a chance to experience our high-quality and high-value programming for free. For example, we are able to provide access to conversations with well-known and up-and-coming TD leaders from our community and from around the country. We're also able to use the platform to tie these conversations into our own programming, and we leverage episodes to advertise upcoming events such as our virtual conferences or to highlight specific networking sessions or other opportunities for members to connect. We have found a consistent increase in listenership from the inception of this program. As a result, listeners are able to feel included in the Chapter's endeavors and enjoy a new way to engage with the chapter. All listeners can leverage the podcast to come across professionally cultured in Talent Development Thought Leadership. We believe this podcast programming helps elevate the Metro DC Chapter's mission.

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**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.)**

This Podcast has been received extremely well by the chapter membership and our listeners. We often get compliments for how innovative it is, and it has helped increase our bandwidth to reach professionals across the world. Our ability to attract well-known guests and showcase their thought leadership and work helps us to create enduring programming that our members value while also demonstrating the value add we can offer to prospective members.

Beltway Broadcast > Stats Overview (Apr 7 - Oct 20):

Podcast page of chapter website > 275 views

30 episodes > 1009 downloads

United States: VA, DE, OH, MI, TX, CA, AZ, ME, DC, MD, NY, PA, GA, CO, TN, OR, IL, NJ, NV, MN, MO, SC, CT, VT, MS, FL, HA, AL, WI, KY, KS

Worldwide: France, Germany, Brazil, Thailand, Canada, India, Saudi Arabia, Barbados, Ireland, Aruba, Australia, Romania, Sweden, Paraguay, New Zealand, Malaysia, Israel, Spain, Czech Republic, Romania, United Kingdom, United Arab Emirates, Poland, Lebanon

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**What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)**

(1) We started by setting goals for the podcast that incorporated purpose, structuring episode seasons, informing the Board for buy-in and approval, identifying our audience, creating a podcast team with specific roles, creating timelines for the development of each of our weekly episodes, naming the podcast (we set up a contest with our membership), creating a logo, and identifying guests. Our potential guest list included thought leaders in Talent Development as well as chapter members

(2) We then moved on to formalize our process. We secured guests, created questions, provided links to guests, recorded episodes, edited episodes, uploaded episodes to our hosting platform and YouTube, advertised them on social media, and created communication templates for thank yous and follow-ups.

(3) We vetted and tested our technology. We selected platforms, created a website page, identified equipment that our team would need (including microphones and headsets), decided upon who would manage the audio editing, and trained the Podcast team on how to complete the editing process. We also assigned responsibilities based on interest/skillset.

(4) We spent time developing a social media campaign and created promotional material and used the Canva platform to make designs. We engaged a graphic designer to streamline the process, managed the Chapter Website Page, and collaborated with the Chapter's Communications team to create a Subscribe button for listeners to easily access episodes.

(5) We also established best practices, which included leveraging a Podcast mentor (one of our great team members), ensured the team was able to commit their time and availability, and set up a communications channel in Slack to support our quick communication needs. We established a way to manage inquiries as well as considered best practices we could incorporate into our work.

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**Is there anything you would do differently?**

No, we did it the best way possible based on our team. Here are some Best Practices recommendations:

1. Have a mentor or two who have experience in podcasting. This can help to ensure your chapter has a trusted source for questions, brainstorming, and determining the right steps for you to move forward.
2. Work with your chapter's Marketing & Communications team to collaborate on the website, social media posting, etc.
3. Ensure your entire team is committed-- this is the best way to be sure you will be successful.
4. Specific technical skill sets are needed along with the ability to work fast and in an organized manner.
5. Provide access to team members to learn these skills or partner with colleagues who have them. This can be a great way to build capacity.
6. Build in redundancy within your team- having multiple people who can host, edit, or upload episodes ensures you can stay on target with your production timelines.
7. Include volunteer support to help find guests and manage additional tasks. This can make the process inclusive for anyone who wants to contribute.

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**When did you start working on this effort?**

Mar 01, 2021

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**When did this effort go live?**

Apr 01, 2021

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

260

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**What resources did you use? Check all that apply:**

Chapter funds  
Board Members  
Other: In some cases, our board members already had access to resources and shared those with us

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**How much money was spent?**

Cost of Podbean to host episodes: \$108/year + Cost of Adobe Audition to edit episodes: \$239/year + Cost of Riverside to record episodes: \$240/year + Cost of logo and graphic designer: \$199/year <= Free resource provided by a podcast board member

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**Which board positions were involved in the effort?**

This project evolved from a committee of Board Members who volunteered to create this effort. The Board Members who volunteers are the 2021 Vice President of Learning (2022 President Elect), 2021 Director of Virtual Programs (2022 Vice President of Marketing & Communications), 2021 Director of Technology & Operations (2022 Vice President of Finance) & 2021 Vice President of Finance (staying on the Board in 2022 as a Past President)

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

Metro DC ATD's Chapter Mission is to provide quality programming, networking and learning events for our membership, thereby increasing its impact in the local talent development community.

The Beltway Broadcast is in full alignment with ATD's mission. Every episode includes insights and ideas specifically incorporated to empower TD practitioners at all stages of their professional journey to both develop knowledge and consider practical application of that knowledge into skill building. Every interview features different questions specifically crafted for each guest, and episodes follow a natural progression that starts with a clear overview of the topic, continues into more in-depth knowledge sharing, and concludes with discussion on how a TD professional might apply the information in their own role or where they might go to learn more. Through this format, the Beltway Broadcast is able to empower our members and listeners to learn something new and do something that can impact their careers, roles, teams, and organizations.

Our target audience is Metro DC Chapter Members but our reach has expanded significantly. Anyone who has access to podcasting platforms such as Apple Podcasts, Google Podcasts, Podbean, Spotify, Amazon Music/Audible, Pocket Cast, etc. can listen for free each week. We currently have listeners from throughout the USA and around the world

Although our chapter has contributed financial resources, some costs may be reduced or eliminated for chapters that do not want to make a bigger investment as they get started. Podcast episodes can be recorded using webinar software that chapters may already have, such as Zoom or Google Meet. Graphics may be created for free using volunteer time, Canva, or Photoshop. Audio editing can be completed for free using freeware such as Audacity.

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**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](mailto:sos@td.org))**

<https://www.formstack.com/admin/download/file/11557260780>

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

Other: Our Chapter has submitted SOS's before

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

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email\_consent

true

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