# Sharing Our Success (SOS) Submission Form

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| **Chapter Name:** | West Michigan |
| **Chapter Membership Size:** | Medium (101-299) |
| **Chapter Contact Person:** | Tony Datema |
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| **Chapter Board Position:** | President-Elect |
| **Chapter Website URL:** | atdwestmi.org |
| **Submission Title:** | Trivia for All |
| **What did you do? (a 2-3 sentence summary of your effort):** | Conduct an evening Trivia night focused on debunking myths within the L&D community. |
| **Who benefitted from this effort (Target Audience) Check all that apply:** | Chapter Members<br>Potential Chapter Members |
| **Why did you do it? What chapter needs were addressed?** | Our chapter was feeling the hurt of not having any in-person networking time after our sessions when we moved to digital. In order to continue to develop relationships, we decided to put together a short event in the evening where we can laugh and learn. We wanted to keep it under an hour in an attempt to increase participation. |
| **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.)** | The largest benefit of this night was the 'buzz' that has continued throughout our chapter and beyond. People still talk about the event months after it happened. We were able to grab two more members within the event and we also found one more board member. A chapter member who participated also volunteered to help organize and lead the next social event.<br><br>This event went so well that we added three virtual social events to our annual calendar and spaced them out between other networking events and conferences. |

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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)** | We started with an idea; we want to do a trivia night. One of our board members talked about a book of myths they were loving on; Millennials, Goldfish & Other Training Misconceptions, Debunking Learning Myths and Superstitions, By Clark N. Quinn. Within this book Quinn highlights the horror as well as the benefit each 'myth' provides us as learning professionals.

Using this book we created ten questions around common myths that we personally have been guilty of or have heard recently. We then had a notes on the benefits to highlight to our audience. We wanted to provide gifts/prizes to our audience members, so we decided to create a PRIZE Wheel. Using a hidden blank webpage on our Wild Apricot site that only admin can see, we imbedded a prize wheel with over 15 different prizes to win.

Our audience was welcomed to the event and placed into teams. They went into their breakout rooms to meet each other and create a team name. We brought them back and gave out our first prize to introduce the wheel. The host shared the screen with the prize wheel and had the winner take control and click the wheel to spin it. This novelty was well received as it increased the participants feel of being in control.

We then moved to the questions. We would ask a question and tell the teams how long they would have to confer and deiced on their answer. The difficulty or complexity of the question made the time range from 90 seconds to 4 minutes. We would bring them back and ask each spokesperson to share their team when we called out the team name. One host kept score on a piece of paper.

We went through six questions and had a tie-breaker at the end. We ended up having two team take the final win and allowed all of them to spin the prize wheel. The prizes were books from our past presenters, free project consulting from members, 1 year of local-chapter membership, and gift-cards to the local bagel store that we use to cater our in-person events. |
| **Is there anything you would do differently?** | When we conduct the next event, we will want to be more organized with our advertising. We want to send out an email focused on the event and ensure our posts on LinkedIn and Twitter are pushing people to register. We will want to be less open with the gifts, as these 'free' events can grow in costs quickly. |
| **When did you start working on this effort?** | Aug 10, 2020 |
| **When did this effort go live?** | Nov 05, 2020 |

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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.** | 9 |
| **What resources did you use? Check all that apply:** | Chapter funds<br>Volunteers<br>Board Members |
| **How much money was spent?** | $187 |
| **How many volunteers were you able to recruit?** | 2 |
| **Which board positions were involved in the effort?** | Past President, Board-Member-At-Large, VP. of Technology |
| **Do you have any additional insights to share with other chapters implementing this effort?** | We are still amazed at how easy this was to put together. The time within a trivia night goes so fast that we only used eight of the fourteen questions we initially came up with. The constant asks of more events like this means our members want to reach out and participate.<br><br>We hope to reach out to past and current members who are not registering for our education sessions in hopes that they will be available at this different time. Highlighting the diversity in times and functions each year increases our value add proposition to our members. |
| **How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:** | Chapter Leader<br>ATD Chapter Leaders Conference (ALC)<br>National Advisors for Chapters (NAC)<br>NAC Area Call<br>Chapter Relations Manager (CRM) |
| **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 |