**SOS Submission:   
SOS Title:** **Employee Learning Week-State Proclamation and chat knowledge share.**

|  |  |
| --- | --- |
| **Submission Date: 11/09/18** **Chapter Name: Central Ohio**  **Chapter ID: CHIP 3071** **Chapter Location: Columbus, OH** **Chapter Membership Size: Medium** | **Contact for this Submission: Cara North** **Email Address: north129@osu.edu** **Phone Number: 606-939-0271**  **Chapter Title: President** **Chapter Website URL: centralohioatd.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:**

Central Ohio created efforts to promote Employee Learning Week through a three tiered plan. 1st tier was to get the Governor of Ohio to proclaim ELW for the state of Ohio. 2nd tier was to start a conversation on twitter about and around ELW to share knowledge with each other and to further support ELW. Then 3rd, with the momentum of ELW and their efforts to reach out to national members in the area to promote power membership with Central OH.

**Need(s) addressed (please be specific):**

This effort began with a conversation from another chapter member outside of OH and a way to take initiative to further promote ATD in Ohio and then specifically OH and promote the importance of TD professionals. Subsequently to reach out to those that may be national members, but had not been involved or a member locally.

**What is your chapter’s mission?**

We help our communities work better by providing exceptional workplace learning and performance resources and experiences.

**How does this effort align with your chapter mission (Please provide specific examples)?**

It rejuvenates the learning and development profession. Not just the day to day, but the overall mission of what our members do. This also goes beyond our local employers, but by getting a proclamation it shows that this profession is important and something to celebrate on a state level. It also highlights the importance of the TD professionals to be continually learning themselves.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?**

Applies the same as above, but also helps everyone nationally discuss issues especially through the knowledge chat to build community and understand some issues happen nationally not just in our areas.

**Target Audience (Who will benefit/has benefited?):**

ATD members across Ohio whether national, local or power members. Also those that maybe have not been a part of ATD, but a way for them to get involved and get the ATD name out there especially with the state proclamation.

**Costs/Resource Used:** *(Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)*

No cost. It took approximately 5 hours of the President Elect’s time. This includes the time to email and create the submission for the proclamation and follow up, creating questions for the chat and sharing with other chapters.

**How did you implement?** *(Please give a brief description.)*

Looked into how to the process in getting a proclamation in Ohio with the governor’s office from their website. The information was filled out and they got an email back in a week wanting additional information. They answered and also completed a mock proclamation using the one in the ATD ELW toolkit. It took a few months to hear back from the governor’s office. Once they received notification electronically, they also asked to get a hard copy. They shared the information with other Ohio chapters, in newsletters and on their website. They also had a holiday party shortly after they received this and displayed the hard copy proclamation there. They then created questions about what they have learned or related to sharing of knowledge and information to put out via their twitter channel during ELW. They created a hashtag to keep the conversation together. They had good discussion/responses not only from Ohio TD professionals but even people from other states and a few international professionals participated. Lastly, as part of this initiative, they got a list of the people who were national members in their area but not local and did a communication to reach out to them and shared the proclamation and information about their activities to provide more information about their local chapter.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

Increased excitement and engagement from members as well as potential members. Set the tone for the board going into the New Year that they were serious about growing the chapter. They also had an increase at their first meeting of the year in January of 50%+ and 100% of those that RSVP’d showed up.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

Allow at least three months lead time (and could vary by state) to send in information for proclamation. There was some wait time for the governor’s office to get back to them, and would want it in place prior to ELW.

Also, one tip that they will do moving forward. Get the other chapters in the state involved at the planning level for the proclamation and chat. They can then use and promote in their own chapters and also provide their insight and resources to accomplish this as well. It a great collaborative effort that benefits all chapters in that state and beyond.

**Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):**  They utilize the ELW toolkit

<https://www.td.org/about/employee-learning-week>

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* **Saw or heard of SOS from another Chapter Leader**
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website
* Other

As part of their initial board member onboarding process

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?**

**\*Participating chapters receive up to two complimentary registrations for presenters. Yes**

***Please email completed forms to*** [sos@td.org](mailto:sos@td.org) ***along with any supporting documents.***