

2009 SOS Submission: Sacramento New Volunteer Recruiting



Submission Date: 6/14/2009 9:15:13 AM
Chapter Name: ASTD Sacramento
Chapter ID: 8049
Chapter Location: Sacramento, California
Chapter Membership Size: Medium (101-300)

Contact for this Submission: Carol Christensen
Email Address: carolc@surewest.net
Phone Number: 916-734-4197
Chapter Title: 2009 President
Chapter Website URL: www.astdsac.org

Description of Effort: Posted ads on Volunteer Match and Job Crank.com, LinkedIn

Need Addressed: We received over 10 responses and many of those qualified to interview for our three open associate positions. Associate positions are assistants to director with the intention of progression into the director's role the following chapter year.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Available adults with skills matching our needs. The LinkedIn Sacramento ASTD group brought interest from ASTD people, one of whom was a former board member of another chapter. He is joining our board as Marketing Associate since he understands ASTD and chapter functions.

Costs/Resource Use: One ad charged a fee of \$9.00; all others were free.

How did you implement: I wrote a brief paragraph description for each associate position including a statement regarding responsibility to the board and chapter. The contact information led responses to our chapter email inbox.

What were the Outcomes: We are just now bringing two successful individuals onboard; however, we have specific goals for each of the roles and will support them toward success to gain advertisers, conference event sponsors, and progressively take over responsibilities for Dir. of Finance over the next six months.

Lessons Learned: I kept an Excel spreadsheet for all responses by role and notes regarding contact dates and results. I sent each responder a further description of our organization and role scheduled 3-way phone calls with the candidate and the chapter director for that position and closely tracked how quickly or not the candidates responded to each request. If they were unable to make agreed upon call dates, or did not respond to email correspondence within three days, we considered them off the list. In my first conversation with candidates, it is stated that our board positions are responsible to respond within 48 hours. We feel fortunate to have attracted two qualified new volunteers who are interested in long term commitment.

Specific ASTD chapter resources that helped guide you in the process of completing this best practice:
Other Chapter SOS addressing successful recruiting steps. Discussions at 2009 ICE Chapter Leader's Day.