

Sharing Our Success (SOS) Submission Form

Chapter Name: Central Iowa

Chapter Membership Size: Large (250+)

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Chapter Board Position: President

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Submission Title: Building a Succession Pathway Through Director-Level Volunteer Roles

What did you do? (a 2-3 sentence summary of your effort): Over the past few years, ATD Central Iowa intentionally created director-level volunteer roles across our board and Special Interest Groups (SIGs) to strengthen succession planning and recognize high-impact volunteer leadership. What began within our SIG structure expanded into additional board functions, creating a clear leadership pathway. As a result, volunteers now see a visible growth journey, and two former directors have successfully stepped into board member roles.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Potential Chapter Members

Why did you do it? What chapter needs were addressed? We recognized a need for stronger leadership continuity, deeper volunteer engagement, and a clearer pathway into board service. Previously, many volunteers were contributing significantly without formal recognition or a development path. By introducing director-level roles, we created structure, affirmed the value of our volunteer leaders, and built a sustainable pipeline for future board members. This approach also supports long-term chapter health by reducing burnout and strengthening institutional knowledge.

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.)

Two former directors have transitioned into board member roles.

Increased retention of volunteers in leadership roles year over year.

Stronger engagement within SIGs due to clearer ownership and leadership.

Improved succession readiness for key board positions.

Currently, we have about 9 directors

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

1. Identified areas of the chapter where volunteer leadership was already occurring informally (starting with SIGs).
2. Created director-level role descriptions to formalize responsibilities and expectations.
3. Partnered with existing board members to mentor and support individuals stepping into these roles.
4. Gradually expanded the director model beyond SIGs into other board-aligned functions.
5. Communicated the purpose of the roles clearly to volunteers, emphasizing recognition, growth, and pathway to board leadership.
6. Updated our bylaws to include the formalization of directors

Is there anything you would do differently?

We would have implemented this model sooner. The positive impact on volunteer confidence, leadership readiness, and succession planning has exceeded expectations. Earlier adoption could have accelerated our leadership pipeline and reduced strain during board transitions.

When did you start working on this effort?

Feb 05, 2024

When did this effort go live?

Mar 04, 2024

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

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What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	All board roles
Do you have any additional insights to share with other chapters implementing this effort?	Succession planning does not have to be complex to be effective. Start with the leaders you already have, formalize what is already working, and clearly communicate the purpose behind the structure. Recognizing volunteer leadership builds confidence, loyalty, and momentum. When people can see a pathway, they are more likely to step forward and stay engaged.
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)	https://www.formstack.com/admin/download/file/19075485875
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC)
Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in October of each year at td.org/alc. Selected session facilitators receive complimentary registration.	No
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