

## Sharing Our Success (SOS) Submission Form

<b>Chapter Name:</b>	St. Louis
<b>Chapter Membership Size:</b>	Medium (101-299)
<b>Chapter Contact Person:</b>	Amanda Hewitt
<b>Email Address:</b>	communications@atdstl.com
<b>Phone Number:</b>	
<b>Chapter Board Position:</b>	VP, Communications
<b>Chapter Website URL:</b>	<a href="https://atdstl.org/">https://atdstl.org/</a>
<b>Submission Title:</b>	Offering Free SIG with ATD South Florida October 23rd: A Closer Look at Freelancing
<b>What did you do? (a 2-3 sentence summary of your effort):</b>	I have spent about 15 hours so far in planning and preparing for this 1 hour and 15 hour virtual Freelancing SIG with ATD South Florida.
<b>Who benefitted from this effort (Target Audience) Check all that apply:</b>	<div><input type="checkbox"/> Chapter Members</div> <div><input type="checkbox"/> Board Members</div> <div><input type="checkbox"/> Chapter Volunteers</div> <div><input type="checkbox"/> Chapter Sponsors</div> <div><input type="checkbox"/> Chapter Partners</div> <div><input type="checkbox"/> Potential Chapter Members</div> <div><input type="checkbox"/> Non-Chapter Members</div> <div><input type="checkbox"/> Consultants</div> <div><input type="checkbox"/> Other: So far, we have about 50 folks registered between both ATD SF and ATD STL.</div>
<b>Why did you do it? What chapter needs were addressed?</b>	I saw a gap in our offering for October and thought it would be aligned with our goal to help boost awareness of ATD/ atd chapters in general. With folks looking to change up their careers and transition into other fields and with layoffs...I thought a free freelancer SIG would be great for the public and atd members in general.

**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.)**

--Increase Awareness of L&D Freelancing (Not just Instructional Design but Consulting as well.)  
--Share knowledge of "getting started" in freelancing in L&D as it is a "hot topic" in our field.  
Knowledge gain:

Pre and post-event surveys to measure increase in understanding of freelancing concepts  
Percentage of attendees reporting they learned something new or valuable

Networking:

Number of new connections made among participants  
Follow-up interactions between attendees after the event

Career impact:

Number of attendees who take steps towards freelancing within a set timeframe (e.g., 3 months)  
Percentage of participants who report feeling more confident about pursuing freelance work

Resource utilization:

Downloads or views of any shared resources (e.g., freelancing guides, contract templates)  
Usage of any recommended tools or platforms introduced during the session

Engagement:

Number and quality of questions asked during Q&A  
Duration of time attendees stayed connected (for virtual events)

Action items:

Percentage of attendees who create a concrete action plan for their freelancing journey

Number of participants who update their professional profiles or portfolios based on insights from the event

<b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b>	1. Call to action via email to ATD STL audience via email 2. Call to action via LinkedIn (that is how ATD South Florida reached out to me via LinkedIn message) 3. Discovery call with South Florida contact (Lisa)
<b>Is there anything you would do differently?</b>	I will let you know! Our event hasn't happened yet. (Oct. 23rd)
<b>When did you start working on this effort?</b>	Sep 18, 2024
<b>When did this effort go live?</b>	Oct 01, 2024
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	20
<b>What resources did you use? Check all that apply:</b>	Board Members
<b>Which board positions were involved in the effort?</b>	Amanda Hewitt, MPA VP Communications ATD STL and Lisa LeVerrier , VP Professional Development
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	<p>Our chapter's event links. ATD STL: <a href="https://atdstl.org/event-5886759">https://atdstl.org/event-5886759</a>  ATD SF: <a href="https://atdsfl.org/event-5887807?CalendarViewType=1&amp;SelectedDate=10/18/2024">https://atdsfl.org/event-5887807?CalendarViewType=1&amp;SelectedDate=10/18/2024</a></p> <p>Here is a working draft of our presentation slide deck (Amanda is still editing)  <a href="https://docs.google.com/presentation/d/17GEsYW9AjOzfV0yXm2bdU2db-W4pXgv9/edit?usp=sharing&amp;ouid=107960466468501093147&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/17GEsYW9AjOzfV0yXm2bdU2db-W4pXgv9/edit?usp=sharing&amp;ouid=107960466468501093147&amp;rtpof=true&amp;sd=true</a></p> <p>Amanda also designed an "events" qr code for both atd stl and atd sf chapters in canva pro. ATD SF asked where I got it and I explained I created on Canva.</p>
<b>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 <a href="mailto:sos@td.org">sos@td.org</a>)</b>	<a href="https://www.formstack.com/admin/download/file/17073730550">https://www.formstack.com/admin/download/file/17073730550</a>
<b>How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:</b>	National Advisors for Chapters (NAC)

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](https://td.org/alc). Selected session  
facilitators receive complimentary  
registration.

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