

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** St. Louis

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**Chapter Membership Size:** Medium (101-299)

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**Chapter Contact Person:** Amanda Hewitt

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**Email Address:** communications@atdstl.com

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**Phone Number:**

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**Chapter Board Position:** VP, Communications

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**Chapter Website URL:** <https://atdstl.org/>

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**Submission Title:** Offering Free SIG with ATD South Florida October 23rd: A Closer Look at Freelancing

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**What did you do? (a 2-3 sentence summary of your effort):** 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.

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

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants
- Other: So far, we have about 50 folks registered between both ATD SF and ATD STL.

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**Why did you do it? What chapter needs were addressed?** 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.

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**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>	<ol style="list-style-type: none"> <li>1. Call to action via email to ATD STL audience via email</li> <li>2. Call to action via LinkedIn (that is how ATD South Florida reached out to me via LinkedIn message)</li> <li>3. Discovery call with South Florida contact (Lisa)</li> </ol>
<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](http://td.org/alc). Selected session  
facilitators receive complimentary  
registration.**

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email\_consent

true

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