

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Richmond

Chapter Membership Size: Small (Less than 100)

Chapter Contact Person: Lauren Philip

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Phone Number: (718) 909-8797

Chapter Board Position: Chapter President

Chapter Website URL: <https://www.richmondatd.org/>

Submission Title: Creation of Diversity, Equity and Inclusion Special Interest Group

What did you do? (a 2-3 sentence summary of your effort): In response to the 2020 Membership Survey, chapter members expressed an interest for a Diversity, Equity, and Inclusion Special Interest Group. We responded by creating a new SIG to address this need. This new SIG embraced the chapters commitment to building diverse and inclusive teams and empowering others to do the same.

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

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

Why did you do it? What chapter needs were addressed? The Diversity, Equity, and Inclusion (DEI) SIG aims to provide a safe space for chapter members to share their perspectives and gain practical skills to address the DEI challenges and opportunities in talent development to create a more inclusive community that is attuned to diverse personal and profession background, experiences, and insights.

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.)

The launch of the SIG addressed the goal to facilitate discussion around Diversity, Equity and Inclusion to achieve common language and understanding. It created a forum to provide members with tools and techniques that assists them in transforming organization culture through the talent development space.

There was no financial gain but the chapter gained publicity and high interest. This event resulted in the top three popular programs offered in 2021. It was the second highest in attendance and registration.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	<ol style="list-style-type: none"> 1. Discussed the feasibility at the Board meeting 2. Created a sub-committee for the initiative 3. Promoted the concept of the new SIG to potential SIG leaders 4. Identified the SIG leader 5. Created proposal for the SIG (including, objectives, program offering, speakers) 6. Presented the proposal to the Board for approval of program and funding 7. Executed the launch 8. Distributed feedback survey 9. Hosted post-mortem
Is there anything you would do differently?	<p>Send out the feedback survey sooner.</p> <p>As this was a new initiative, we should have taken the opportunity to gather feedback within the session. We received tremendous feedback during the session from the zoom chat . However we received less information form feedback survey sent out a week later.</p> <p>Seek opportunities for sponsoring the event.</p> <p>This new membership benefit was important to the Board but the committee could have made a greater effort with the sponsorship to cover the cost of the speakers.</p>
When did you start working on this effort?	Jun 28, 2021
When did this effort go live?	Oct 12, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	13
What resources did you use? Check all that apply:	Chapter funds Sponsorships/Partnerships Board Members
How much money was spent?	\$1,800
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	We received in-kind sponsorship valued at \$500.00 from Envoy Portfolio, which was passed on to the attendees as a door prize.
Which board positions were involved in the effort?	President Elect, Director of External Communication

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/12103349342>

additional supporting documents: <https://www.formstack.com/admin/download/file/12103349343>

additional supporting documents: <https://www.formstack.com/admin/download/file/12103349344>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

- Chapter Leader
- ATD Chapter Leaders Conference (ALC)
- National Advisors for Chapters (NAC)
- NAC Area Call

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration. Yes

email_consent true
