

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Atlanta

Chapter Membership Size: Large (300+)

Chapter Contact Person: Neha Shingane

Email Address: podcast@atdatlanta.org

Phone Number:

Chapter Board Position: Podcast Producer

Chapter Website URL: atdatlanta.org

Submission Title: Chapter Podcast

What did you do? (a 2-3 sentence summary of your effort): Recorded, edited and produced an interview podcast for our members.

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

Why did you do it? What chapter needs were addressed? We wanted to fulfill the following objectives: 1) Positioning ATD Atlanta as an expert in the TD field 2) Building a network of experts to collaborate with on episodes 3) Make TD concepts accessible to our network. This podcast has helped us better connect our network.

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.) We've had 100 downloads in the first month of publishing. We've had 15+ people reach out and agree to be speakers. We've included an appearance on the podcast as a benefit of chapter sponsorship.

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) Set up recording set-up. Buy microphones, familiarize myself with audio editing equipment and virtual recording process. 2) Find guests. Get Board to submit names and topics and reach out to those people. Reach out to people via LinkedIn. Reach out to speakers at ATD conference events. 3) Edit episodes 4) Upload to a hosting site 5) Market on social media and at chapter events
Is there anything you would do differently?	Better organized about scheduling posts.
When did you start working on this effort?	Nov 24, 2020
When did this effort go live?	Jul 01, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	100
What resources did you use? Check all that apply:	Chapter funds Board Members
How much money was spent?	20 dollars a month for the hosting site. I already had microphones.
Which board positions were involved in the effort?	VP Community Relations
Do you have any additional insights to share with other chapters implementing this effort?	This project has been personally and professionally rewarding! It has been a pleasure to connect with thought leaders in the Atlanta area.
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader
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