

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Atlanta

Chapter Membership Size: Large (300+)

Chapter Contact Person: Cornelius Dowdell

Email Address: president@atdatlanta.org

Phone Number:

Chapter Board Position: President

Chapter Website URL: www.atdatlanta.org

Submission Title: Creating a Chapter Internship Opportunity for Collegiates

What did you do? (a 2-3 sentence summary of your effort): Our Executive Board and Board of Directors decided that this year (2021) we would allocate \$3,600 to provide a summer internship opportunity to a College Student in our area. We reached out to career services at Georgia State University and partnered with that team to develop a Paid Internship Job Description and Post to Graduate School Students. The role developed was a Talent Development Internship Opportunity - 3 Months with the option to extend pending approval from organization.

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? As our chapter continues to grow and even the maintenance required without our chapter, we needed support in the areas of marketing communications and technology administration support. Our VP of Strategic Partnerships and Membership were thinking of ways to engage colleges and universities to increase our student and young professional memberships. Each entited stated that offering an internship specifically a paid one would draw attention and allow for students to explore the world of talent development. Our need was for having someone work on the smaller projects and creations in the background so that the volunteer leaders would be able to focus on more strategic work rather than development, execution and delivery.

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 created a Talent Development Internship, however we focused the recruitment within the Business Schools and more specifically on the skill set that the organization needed support (i.e. Marketing and Technology).

Streamlined Event messaging and email development for all 10 VP roles
More than 25 events within Wild Apricot and Marketing Graphics and Messaging in Canva created
Researched more than 150 social media hashtags and scheduled content throughout the year
Scheduling of 20 Social Media Marketing Campaigns for more than 7 VP programs
Support up to 4 Social Media accounts (Twitter, Instagram, Facebook, LinkedIn)
Supporting Membership for our 1st In-person Networking Event

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

Leveraged your member who worked in career services for a university or college
Jointly create a job description with their support (ask them about competitive compensation or non-paid internships and how they work in your area vs others. (Set your budget based on this discussion)
Setup up value proposition that must include complimentary local student membership for 1 or 2 years, linkedin recommendation, etc.
Once job description is created posted the role on Handshake for students to apply.
Select an application review and interview committee (The President and President-Elect and one other member)
Provided a slate of 3 candidates to the Executive Board to interview
President and President-Elect make the final decision
Make offer for 1099 (contractor status) - hiring an employee can be more complicated financially
Conduct background check (if needed)
Created and provided Chapter Handbook
Setup Start Date and Intro Meeting and then setup weekly meetings with intern and Pres/Pres-Elect
Setup Intern email through chapter
Setup a TRELLO Board with Onboarding and Projects for continuing communication
Assign access to systems and tools

Is there anything you would do differently?	This was our first time offering an internship, we would seek to get this funded by a sponsor or organizational member in the future. We do wish we would have created the role earlier and started the process in January/February to identify a summer intern, in addition to offering a 6 months intern vs a 3 month. Now that we started with one school in making the offer for an internship, our goal is to expand to the other universities to solicit more applicants and potentially offer more paid opportunities
When did you start working on this effort?	Jan 11, 2021
When did this effort go live?	May 17, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	30
What resources did you use? Check all that apply:	Chapter funds Sponsorships/Partnerships Board Members
How much money was spent?	3800
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	In-kind - chapter funded - Georgia State University provided support in development and offering. We partnered with career services and the business school
Which board positions were involved in the effort?	President, President-Elect, Executive Board
Do you have any additional insights to share with other chapters implementing this effort?	Define up to 2-3 needs you would like the intern to address in support with the leader s/he will report to Remember intern is not a sole project chair, they need guidance, direction and support Offer complimentary local and/or TD National Student Membeship for 1 or 2 Years Try to seek a sponsor for the internship Start the process at least 6 months in advance Create a chapter handbook for the onboarding process (leverage fiverr.com to get someone to develop) Leverage an independent contractor or 1099 Form for hiring Have your intern go through your EB onboarding process to fully understand the chapter Create a Chapter Website Scavenger Hunt and leveraga ALL of the Wild Apricot Tutorials during the onbaording week.

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/11289878586>

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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
- Leader Connection Newsletter (LCN)
- Chapter Relations Manager (CRM)
- Chapter Leader Day (CLD)
- Success Series

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
