

2010 SOS Submission: Central Missouri Chapter Member Recognition



Submission Date: 6/4/2010 3:55:35 PM

Chapter Name: Central Missouri ASTD

Chapter ID: CH6035

Chapter Location: Jefferson City, Missouri

Chapter Membership Size: Small (Less than 100)

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Chapter Title: Member at Large

Chapter Website URL: www.cmoastd.org

Title of Effort: Chapter Member Recognition

Description of Effort: To recognize chapter members by spotlighting them in the chapter newsletter.

Need Addressed: This was something the chapter used to do with great success a few years ago in order to recognize various chapter members. Chapter members are asked a series of questions like, "If you were stranded on a desert island, what three things could you not live without?" and, "What was the last book that you read?" and, "What made you decide to become a trainer?", etc. By spotlighting chapter members, it brings awareness to the rest of the chapter about who the chapter consists of, what they do, where they work, and the diversity of the chapter. This effort also increases chapter membership loyalty.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Chapter Membership

Costs/Resource Use: Zero

How did you implement: This was suggested at a recent Board meeting. We will likely use the same or similar format (series of questions) used previously.

What were the Outcomes: Increased membership satisfaction and loyalty.