

## Sharing Our Success (SOS) Submission Form

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<b>Chapter Name:</b>	Arkansas
<b>Chapter Membership Size:</b>	Small (Less than 100)
<b>Chapter Contact Person:</b>	Jason Jolley
<b>Email Address:</b>	jason.jolley@franklincovey.com
<b>Phone Number:</b>	(501) 786-0600
<b>Chapter Board Position:</b>	Board President
<b>Chapter Website URL:</b>	<a href="http://www.arkansaschapter.asted.org/">http://www.arkansaschapter.asted.org/</a>
<b>Submission Title:</b>	2021 Arkansas Virtual Conference
<b>What did you do? (a 2-3 sentence summary of your effort):</b>	We held a 3day Virtual Conference during ELW 2021 that attracted attendees from several different states. The Event was free and funded entirely through sponsorships.
<b>Who benefitted from this effort (Target Audience) Check all that apply:</b>	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members
<b>Why did you do it? What chapter needs were addressed?</b>	It was a great way to bring in new members, share some great training, and network. We came away with several attendees who were interested in getting more involved with our Chapter!
<b>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.)</b>	We had over 150 attendees over the course of the 3 days. Several people joined from as far away as Detroit and New York! We had 4 people express interest in getting involved in committees in 2022, and we'll likely add about 5-8 new local members from it in 2022.

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<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>	<p>We formed a Conference Committee early in 2021 and laid out the expectations, etc.</p> <p>We had a plan covering what we would do at each step and how the various sub-committees would work together.</p> <p>Regular report out sessions were held throughout the year leading up to the ELW week when we held the our Conference.</p> <p>We also held a quick de-brief session in mid-December to recap the event and discuss the Conference for 2022.</p>
<b>Is there anything you would do differently?</b>	Yes - we got a bit lazy in the summer and lost a bit of our focus and really had to hustle at the end to pull it all off - haha!
<b>When did you start working on this effort?</b>	Dec 13, 2020
<b>When did this effort go live?</b>	Dec 07, 2021
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	40
<b>What resources did you use? Check all that apply:</b>	<p>Chapter funds</p> <p>Sponsorships/Partnerships</p> <p>Volunteers</p> <p>Board Members</p> <p>ATD Resources</p>
<b>How much money was spent?</b>	1,000
<b>Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?</b>	Both. We raised \$1250 in sponsorships and that covered our speaker fees.
<b>How many volunteers were you able to recruit?</b>	7
<b>Which board positions were involved in the effort?</b>	All
<b>Select the ATD resources you used. Select all that apply:</b>	<p>Chapter Relations Manager (CRM)</p> <p>National Advisors for Chapters (NAC)</p> <p>Joint Membership Activities</p>
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	The most two most critical pieces are lining up the speakers and publishing the sponsorship packets.

**How did you become familiar with the Sharing Our Success (SOS) program?** National Advisors for Chapters (NAC)  
Chapter Relations Manager (CRM)  
**Select all that apply:**

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**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](http://td.org/alc). Selected session facilitators receive complimentary registration.** No

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**email\_consent** true

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