

## Sharing Our Success (SOS) Submission Form

<b>Chapter Name:</b>	Nashville
<b>Chapter Membership Size:</b>	Medium (101-299)
<b>Chapter Contact Person:</b>	Josh Jeffries
<b>Email Address:</b>	president@atdnashville.org
<b>Phone Number:</b>	
<b>Chapter Board Position:</b>	President
<b>Chapter Website URL:</b>	<a href="https://atdnashville.org/">https://atdnashville.org/</a>
<b>Submission Title:</b>	Prioritizing Inclusion through Website Accessibility Statement
<b>What did you do? (a 2-3 sentence summary of your effort):</b>	One of our key goals this year is to be more focused as a chapter on expanding our efforts on DEIB, and as a starting point, we decided to add an Accessibility Statement to our ATD Nashville website.
<b>Who benefitted from this effort (Target Audience) Check all that apply:</b>	<div><input type="checkbox"/> Chapter Members</div> <div><input type="checkbox"/> Board Members</div> <div><input type="checkbox"/> Chapter Volunteers</div> <div><input type="checkbox"/> Chapter Sponsors</div> <div><input type="checkbox"/> Chapter Partners</div> <div><input type="checkbox"/> Potential Chapter Members</div> <div><input type="checkbox"/> Non-Chapter Members</div> <div><input type="checkbox"/> Consultants</div>

**Why did you do it? What chapter needs were addressed?**

With the new ATD branding and color scheme introduced last year, we wanted to not only make sure our chapter was aligned, but also think about ways we can be more inclusive beyond our website and WCAG. When we did a debrief after our conference last year, we also realized that we probably could have done more to make accessibility a priority for attendees, and decided to extend that beyond just conference. We didn't have the diversity that reflects Nashville's community, and knew that we could improve upon that strategically as a Chapter.

We wanted to make everyone feel welcome and included whether they are a member or not, and one way we can do that is by asking if they need any accommodations in order for us to include them, and take feedback to implement ways to be more inclusive from people that it impacts directly.

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**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.)**

This is such a new initiative that we haven't had measurable results yet! It is only a baby step towards our goal of becoming a more inclusive chapter in 2025.

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

First, we researched what other organizations had on their websites for an accessibility statement, and found some language we could adapt and customize for our own chapter. We wanted to state our intent of being inclusive in a visible place, and decided to add this both in our About section on the website as well as our FAQs section.

Next, we identified an email address we could use on the board for people to contact us if they have feedback or accommodations they needed. This email is monitored and goes to the president team. As feedback comes in, we will work together to see how we can address. our VP of Technology added the new page for the Accessibility statement onto our website.

Then, we did our write up of the Accessibility Statement and our VP of Technology published it. We tested the email link and page links to make sure they all worked.

We are happy to share our website's language for other chapters to duplicate and modify.

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<b>Is there anything you would do differently?</b>	There are different levels of accessibility statements, and ours is very basic. At this point, the initiative is still too new for us to consider doing something differently, but as we expand our efforts in DEIB, we may modify the language to reflect the growth.
<b>When did you start working on this effort?</b>	Jan 01, 2025
<b>When did this effort go live?</b>	Mar 01, 2025
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	2
<b>What resources did you use? Check all that apply:</b>	Board Members ATD Resources
<b>Which board positions were involved in the effort?</b>	VP of Technology, President, President Elect
<b>Select the ATD resources you used. Select all that apply:</b>	National Advisors for Chapters (NAC) Other: NAC DEIB calls from 2024
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	This is only one initial baby step of our DEIB efforts--we have a larger strategy planned for the year of partnerships with other organizations, adding DEIB questions to our member survey/other forms for events upon registration, and more.
<b>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)</b>	<a href="https://www.formstack.com/admin/download/file/17862349269">https://www.formstack.com/admin/download/file/17862349269</a>
<b>How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:</b>	Chapter Leader National Advisors for Chapters (NAC) NAC Area Call Leader Connection Newsletter (LCN)

**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](https://td.org/alc). Selected session facilitators receive complimentary registration.**

Yes

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**email\_consent**

true

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