

Sharing Our Success (SOS) Submission Form

Chapter Name: Nebraska

Chapter Membership Size: Medium (101-299)

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Chapter Board Position: President

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Submission Title: Themes are for More Than Just Programming!

What did you do? (a 2-3 sentence summary of your effort): We took a multi-threaded approach to get our chapter goal and objectives achieved for this year. Each team plays a role in member engagement and with a multi-thread approach we were able to have a broader engagement reach that resulted in a collaborative community.

Who benefitted from this effort (Target Audience) Check all that apply: Chapter Members
Board Members
Non-Chapter Members

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

We all have struggled with member engagement due to the pandemic. Who we were and what we were known for (our brand) seemed to be forgotten or no longer valued. We knew going into 2022 that we had to determine a new path forward while remaining hyperfocused on retaining our brand and reputation. Our chapter goal for 2022 was, "To equip our members with a collaborative community that enables their success through the sharing of experiences, knowledge, and resources."

New businesses entered our community for the first time and companies began to hire for a talent development function for the first time, all during the pandemic. This meant we had the opportunity to grow our membership and local workplace learning community. However, it required us to rethink our member attraction and retention strategy and how we'd stick to our goal in the process. We implemented a multi-thread approach both internally and externally to accomplish this.

Each year we select a theme for our Programming, but this year we made the choice to spread that theme into every facet of our chapter so it became a true member experience. We introduced "Get in your V.A.N. and go!". V.A.N. was an acronym for Volunteer, Attend Events, and Network and it aligned with our chapter goal seamlessly. By spreading this theme into each facet, we reached all membership types and potential members.

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 wanted to get our in-person event attendance numbers back to pre-covid numbers because those ultimately effect our board recruiting and retention along with membership levels. Our in-person events drive our chapter's future success. If we were going to ask people to take the time to leave the virtual world, then it needed to be worthwhile. Because of this, we focused on the following metrics:

1. # of attendees in 2022 compared to 2019/2020
2. Membership diversity in 2022 compared to 2019

Results:

1. In-person attendees 2019/early 2020 vs. 2022

-Summer Social in July 2019 had 22 attendees with 81% ratio of registered:attended. Winter Social in January 2020 had 37 attendees and an 80% ratio of registered to attended.

-In January 2022 the Winter Social's attendance remained lower at 29 and a 76% ratio of registered:attended. In July 2022, the Summer Social's attendance was at an all time high at 50 attendees with a 94% registered:attended ratio. It was a sold out event.

The Winter Social we believe was still low because the return to in-person events was a slow but steady process. We remained resilient and were intentional about staying informed of member needs and concerns.

2. 11 NEW organizations joined our membership base in 2022 and 4 NEW companies were represented on our board this year as well.
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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)

Here is how each team contributed to the theme:

Programming - introduced the year's theme at the first event and each proceeding event is referenced.

Membership - introduced the theme as a call to action for our newest members during new member orientation. They also did this with the new members we received from a local chapter that dissolved. We asked our new members to Get in Their V.A.N. and Go! Because we wanted to submerge them into our chapter events, resources, and community right away. A membership theme goes such a long way.

Professional Development - incorporated the theme into their big event for the year, Trainer's Institute, a 4 day trainer's bootcamp. This included a logo of a VW bus that replaced the VW logo with an ATD Nebraska logo. Participants went on a "road trip" with 4 full-day stops at organizations throughout Omaha over the span of 2 months. At each event, they also heard about our overarching theme for the year, "Get in Your V.A.N. and Go!".

Brand & Technology - Helped spread the word through our social media channels and our events and assisted with messaging and imagery. BRAND EVERYTHING!

Finance - Shared this information with potential sponsors along with success metrics such as # of attendees and diversity in attendees. This helped us secure 4 new locations for hosting events.

Is there anything you would do differently?

I would have had this strategy rolled out sooner. We did it in January after our first in-person event. I would have also sent out postcards to our contact list along with an email to get it in front of them through multiple channels. We also should have sent out postcards for our Socials this year too.

When did you start working on this effort?

Nov 01, 2021

When did this effort go live?

Jan 26, 2022

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

80

What resources did you use? Check all that apply:

Board Members

Which board positions were involved in the effort?

The ENTIRE board. There was not one single person who didn't contribute to this effort, but President led the vision and strategy. Teams operate in silos and it's up to the Executive team to bridge them together.

Do you have any additional insights to share with other chapters implementing this effort? Make it fun for everyone! We really enjoyed getting the graphics and messaging created and it was truly a whole board effort.

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/13293633131>

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)
Chapter Relations Manager (CRM)

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
