**2014 SOS Submission: (ASTD-TCC Chapter)**

**(Partners in Learning: Mentorship Program Development)**

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| **Submission Date:**  **Chapter Name: ASTD-TCC (Twin Cities)** **Chapter ID: CH6065** **Chapter Location: St. Paul, MN** **Chapter Membership Size: ~600** | **Contact for this Submission: Terri Karolevitz** **Email Address: mora0127@umn.edu** **Phone Number: 763-242-1481** **Chapter Title: Director of Professional Development** **Chapter Website URL: www.astd-tcc.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:**

The ASTD-TCC chapter developed a mentorship program, focusing on career mentorship opportunities for our members. This program was developed to provide another member-added benefit to our members that would assist in developing their goals and skills in ways that allowed them to do so at a personal level.

**Need(s) Addressed (please be specific):**

**Partners in Learning addressed the following needs:**

* Provides an exclusive option to the chapter that no other workplace learning and performance associations in the Twin Cities area currently provide, escalating the “premiere” status.
* Skill building can take place at a unique, individual level as mentees and mentors gain and build skills specific to their needs.
* Builds strong relationships and connections to others not available through other opportunities.
* Establishes professional Identity - of the ASTD-TCC chapter and its members
* Provides career development - for mentors and mentees
* Offers education support – in alignment with education initiative provided by the chapter
* Initiates recruitment – via association with professional identity, enhancing recruitment goals
* Enhances knowledge management and transfer – provides further opportunity for chapter members to expand their knowledge and reach to others within the chapter
* Provides an unique personal growth experience regardless of where you are in your career from student to experienced personnel looking to advance or change careers paths

**What is your chapter’s mission?**

The go-to resource for learning professionals to drive business results through training and development.

**How does this effort align with your chapter mission? Please provide specific examples.**

Our mentorship program can be considered a go-to resource as mentor/mentee relationships provide additional in-depth information and skills that are not as easily obtained via meetings or conferences. The mentorship program is another value-added benefit to chapter members that assists them and their professional development goals/skills and their organizations/businesses that ultimately drive results.

**How does this effort align with ASTD's mission? Please provide specific examples.**

**“Partners in Learning” aligns with ASTD’s mission in the following ways:**

* Mentors are carefully selected to guide professionals, their mentees, in ways that help empower them and their goals as they seek to achieve within the program
* All program participants are provided tools throughout the program that will help empower the above goals as well as guide them in ways to develop the specific knowledge and skills they are seeking
* The program and the mentor/mentee relationship consists of structure to help guide participants throughout the program enabling them to reach their goals successfully.

**Target Audience (Who will benefit/has benefited?):**

**All chapter members**

* + Long time members – our seasoned members wanting to give back to the chapter.

Past chapter leaders – we tapped into our past chapter leaders group to see if they would be interested in being a mentor (i.e. another way for them to give back to the chapter)

All members – those new to the profession, student members, recently graduated or members looking outside of their organization for mentor program benefits and professional development within the T&D field

**Costs/Resource Use:** *(Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)*

We had very little cost associated with the development and implementation of this program. To help offset any of the minor costs, we received sponsorship from a local professional coaching/mentorship organization. This organization’s president is a member of our chapter. We had some closer connections with them and therefore were able to discuss the opportunities of sponsorship. They had great experience and best practices in mentorship so it was a great opportunity/benefit to develop this partnership.

Development of the program was initiated and managed by me. At the time I was a current member seeking an internship and hours for my HRD graduate program. The proposal to the ASTD-TCC was something both the chapter and I were interested in, and the program developed from there. During this process, I was guided by our past president, who mentored me and connected me with the appropriate resources to get the program off the ground and running.

We did have some capability and assistance from chapter volunteers and board members in the development of the program. Many of these volunteers came to my aid when I had directly asked for assistance. Many resources were more than willing to help when asked. I just had to reach out and ask.

Throughout the course of this first program (from development to closure) I would say that over 250 volunteer hours were taken of my time to create the success we had. This does not include the efforts of others who assisted throughout the process.

**How did you implement?** *(Please give a brief description.)*

The initial pilot program was implemented by me, at the time, a chapter member seeking internship credits for an HRD graduate program. This eventually led into my board role of Director of Professional Development. Below are high level steps that were taken in order to develop the program.

1. Proposal and presentation was presented to the ASTD-TCC board
2. Upon their approval, ADDIE method was used to implement program
3. Best practices research was done researching local organization mentor programs and outreach to other ASTD chapters offering mentor programs
4. Program development began based upon research and proposal
5. Worked in conjunction with board to develop marketing strategy and tactics to reach out to members, began program announcements
6. Developed program materials, tools and templates, and group face-to-face meetings; utilizing board assistance for review and approval
7. Worked with chapter committee members to develop social media tactics and templates
8. Reviewed, selected and matched applicants – based on multi-check review process
9. Kicked off program with orientation; ongoing implementation included: midpoint and celebration activities, continuous communication/touchpoints, utilization of *LinkedIn* for virtual group activities and evaluation
10. Upon program closure – lessons learned, board approval to continue and revised proposal for 2014 calendar year was developed

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

* Publicity and member satisfaction at the time referenced an opportunity/program that currently was not present to learning and development professionals
* Positive participant feedback: survey results reflect ~80% satisfaction of very good and excellent in regards to overall program satisfaction

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

* Don’t do it alone – gather a committee, support, and utilize your chapter members who are interested in volunteering to help with logistics, marketing, social media.
* Utilize chapter resources – ask your board, other committees, volunteers to form a new committee, use the knowledge within your chapter. Offer a member that needs to do internship hours to manage the program. It’s a win-win.
* Reach out to your past chapter leaders for mentors. They are more than willing to help.
* Talk to other chapters, ASTD national, and local organizations – there are best practices, templates, tools etc. that exist out there already. Chapters are willing to share, just ask so you can reuse good content and don’t have to recreate the wheel.
* Do your research – best practices, member wants and needs, is it a right fit or is the program structure you envision what is wanted?
* Take your time to develop, don’t rush the process for best results.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc):**

1. ASTD-TCC board member and member experience – we had several individuals that had experience in developing organization mentor programs and could provide best practices to that perspective
2. ASTD National Infoline on mentorship program development
3. ASTD National outreach – was able to find specific chapters that already had mentorship programs and connect with them on best practices, tools and templates

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ASTD National website
* Other **ASTD ALC conference , ASTD NAC**

***Please email completed forms to*** [***SOS@astd.org***](mailto:SOS@astd.org) ***along with any supporting documents.***