**~~~~SOS Submission: Charlotte ATD  
SOS Title: Chapter Ambassadors Program**

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| **Submission Date: 5/13/2014** **Chapter Name: Charlotte ATD**  **Chapter ID: CH4067** **Chapter Location: Charlotte, NC** **Chapter Membership Size: 230** | **Contact for this Submission: Frank Powell** **Email Address: frank@powellcoaching.com** **Phone Number: 484-356-4009**  **Chapter Title: VP Membership** **Chapter Website URL: astdcharlotte.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 Charlotte ATD Chapter aspires to be the premier learning community in our area. To attract and retain members we want a reputation of being a warm and welcoming chapter. To that end we do a number of things to make guests and new members feel welcome. In 2014 we launched an Ambassador’s program. The duties of our ambassadors are to greet all new members and guests as they arrive at our chapter meetings and to immediately uncover why they chose to attend (join). They then immediately assist them in meeting appropriate members and help them to connect to other chapter resources. The ambassador group also designs ice breaker activities for each meeting that cause members to find out more about each other as well as adding some fun to our networking.

**Need(s) Addressed (please be specific):** The specific need we wanted to address was to make new members and guests immediately feel welcomed at chapter meetings. All of us have experienced the awkwardness of walking into a room and not knowing anybody; our goal is to reduce or eliminate that feeling. We believe a warm reception and the opportunity to quickly make connections drive membership and retention.

**What is your chapter’s mission?** The mission of the Charlotte Area Chapter of ATD is to provide our members excellence in training and development services by enhancing their knowledge and skills, which impact the effectiveness of their clients, organizations, and communities.  
  
The Charlotte Chapter of ATD will strive to become a global model by redefining chapter excellence. To accomplish this we are committed to:

* Serving as a resource for professional skill development
* Promoting professional networking opportunities with the organization and in the community
* Continuing to build a reputation for excellence through current and vital training and development programs.

In addition, we continue to:

* Provide a means for disseminating and exchanging knowledge, skills, and appropriate attitudes concerning Human Resource Development
* Encourage participation and affiliation of individuals or groups concerned with specialized areas of interest within the broad field of Human Resource Development
* Encourage educational institutions to provide programs for the preparation and growth of Human Resource Development practitioners

**How does this effort align with your chapter mission (Please provide specific examples)?** Our 2014 chapter membership survey indicates that professional networking is the biggest reason people join ATD and the biggest reason they renew. It is at the corps of building a learning community

**\*ATD National Mission:** ***Empower professionals to develop knowledge & skills successfully.\****

**How does this effort align with ATD's mission (Please provide specific examples)?** One way that professionals develop knowledge and skills is by interacting with other like-minded professionals in their field. Our efforts to build a learning community are central to our mission and our ambassador’s role is to foster that sense of community.

**Target Audience (Who will benefit/has benefited?):** All new members and guests AND all other members who meet the new members and expand their professional networks.

**Costs/Resource Used:** *(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 have five chapter ambassadors that perform this role at chapter meetings. In addition they have periodic meetings to develop ice breaker activities. There is virtually no chapter expense. We occasionally offer low cost “prizes” like ATD branded pens etc to ice breaker “winners”*

**How did you implement?** *(Please give a brief description.) The idea of an ambassador group was discussed and approved at a board meeting. A chapter lead ambassador was recruited. A position description for the ambassador role was developed. We subsequently recruited four additional ambassadors at a chapter volunteer fair.*

**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.) The program is only three months old so it is too early to quantify results. What is obvious is that there is a livelier “buzz” during the network portion of our meeting. We have also converted 12 guests to members since the start of the program and have several new members serving on committees. Our recently completed chapter survey indicates that the most important reason for joining and renewing is the quality of our networking efforts.*

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

**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):** One of our chapter Directors and the Membership VP were the thought leaders for this effort. Both had seen ambassador programs at work in other professional organizations. Then a new member joined who had also had experience with ambassador programs. She has had a key role in developing and leading the effort as well recruiting members to her team.

**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

X 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

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

**1-7-14**