

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** Fort Worth/Mid-Cities

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**Chapter Membership Size:** Small (Less than 100)

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**Chapter Contact Person:** Zohra Samji-Bell

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**Email Address:** samji.zohra@gmail.com

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**Phone Number:**

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**Chapter Board Position:** President Elect

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**Chapter Website URL:** <https://atdfortworth.org/>

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**Submission Title:** Delivering a Learning Series as a Member Engagement, Retention, & Recruitment Tool

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**What did you do? (a 2-3 sentence summary of your effort):** Created a 5-part learning series to support Transitioning Teachers & Military Service Members. This series was to support chapter members but also prospective members who were the directed audience. For prospective members the series was \$10 a session, which resulted in \$50 total for the series-the same price as our job seeker rate.

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**Who benefitted from this effort (Target Audience) Check all that apply:**

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Potential Chapter Members

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

Our chapter created a 5-part SIG series focusing on providing career transition support for teachers and military service members. As part of the series launch we discussed that if a non-member jobseeker joins all 5 sessions, we would provide them a year's membership at the jobseeker level. This helped grow our chapter's membership but also added to our volunteers and attendees to other chapter events outside of the series. Additionally, for those seeking a job transition it helped cushioned the \$50 job seeker membership rate with essentially a payment plan.

Due to our unique approach in also including military service members we were able to reach out to a few that were transitioning into civilian life and particularly L&D. Though they are a smaller demographic, we hadn't seen as much support for this particular group.

Through this series, we were able to add to our enrollment, enhance engagement for in person and virtual meetings, promote ourselves on social media, and attract new sponsors to our chapter. In fact, this series helped launch our boost in chapter sponsorships.

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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.)**

Measurable outcomes include increased membership, increased social media engagement (clicks, views, reposts, etc.), increased sponsorship during the time period of the series. High satisfaction among our SIG attendees per our surveys.

**Increased Membership:**

We gained 6 new members(7.22%) as a direct result of the launch of the series.

Our overall attendance was on average at 59% for the series with the highest at 68%

This uptick also resulted in a financial gain of \$280 from the events as there were many that partially attended the series.

Of the 6 new members 4 of them became volunteers (67%)

**Increased Social Media Coverage:**

? 65.6% Reactions

? 35.9% Comments

? 150% Reposts

Our Average Engagement rates when we would first post about the events was 15.35% with the highest hitting 25%. (Our first 3 posts had a lower engagement rate due to less marketing time)

However this series helped us market ourselves to prospective sponsors as we grew our partnerships by 67% as a result of this and have many more in the talks because of the teacher/military/community aspect of our series 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)**

Chapter leadership took steps to gauge interest in the series, discuss possible themes and topics, search for speakers, reach out to military personnel, including the USN transition office, scheduling the series, finding hosts, drafting questions for panelists, promoting on social media, and creating marketing materials.

In the planning sessions we determined the frequency and pacing of the series as well as prospective speakers for each of the sessions:

- 1) Broad overview of L&D (<https://atdfortworth.org/event-5679557> )
- 2) L&D Resume 101 (<https://atdfortworth.org/event-5684639> )
- 3) LinkedIn Networking (<https://atdfortworth.org/event-5684687> )
- 4) Portfolio Set-Up (<https://atdfortworth.org/event-5684725> )
- 5) Panel of Transitioned Teachers & Military Service Members (<https://atdfortworth.org/event-5684753> )

While this was our final order, it was not the original order of events but we made our first Overview stay as our launch to the series with Chris Skees.

In terms of obtaining speakers, we used our list of prospective speakers to get some "larger" names such as Chris Skees or Erin Lewber to host one of these sessions. Unfortunately, Erin was open to the opportunity but unavailable during our window. The idea behind getting some of the subject matter experts in these fields was to drive more prospective members to the sessions but to also provide that added ounce of confidence behind the series.

For our panel, we did use Chat GPT to build our original line of questioning- then we tweaked the questions. But our moderator (also a former teacher and now on our board) was flexible with his line of questioning and our audience started navigating the questions via chat. (We had tried crowdsourcing through social media but some didn't want to comment as their job search wasn't public yet.)

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**Is there anything you would do differently?**

Start earlier to begin promoting more, especially among the military. Additionally, we could have built a larger traction online for our first couple of events.

With a higher budget, we could manage a wider marketing campaign to promote the series.

Starting even earlier would get us the opportunity to get some more higher-profile names.

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**When did you start working on this effort?**

Mar 11, 2024

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**When did this effort go live?**

Apr 04, 2024

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<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	10
<b>What resources did you use? Check all that apply:</b>	Sponsorships/Partnerships Volunteers Board Members
<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>	in-kind sponsorship: Teal HQ; They donated 10 1-month premium subscriptions to our attendees that attended all of the series (or most). They also are now chapter sponsors and we have a special code for our chapter. This sponsorship gave us the validity to other prospective sponsors and we're up to 6 partnerships/sponsorships from 2-and have many more in the works. We approached the companies via LinkedIn or those within the community.
<b>How many volunteers were you able to recruit?</b>	4 and they're all getting to develop items related to their prospective fields to utilize in their portfolios etc.
<b>Which board positions were involved in the effort?</b>	VP of Programs, VP of Marketing & Communications, Partnerships Director, VP of Technology
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	<p>This was an awesome strategy to drive participation and engagement. We were also able to leverage the series to attract new partnerships for the chapter. Also, transitioning military servicemen and women are an untapped pool for our chapter. We discovered there is an opportunity to provide support for them in the same way we provide support for former teachers and newcomers to the TD field. We learned it was particularly challenging to spread the word and promote ourselves, even with a local Joint Reserve Base in Fort Worth. Many of our attendees with a military background signed up but were unable to attend but we provided the recordings to those that registered.</p> <p>Start in April at the earliest-Many educators are starting to decide on signing their contracts around that time. We also wanted to provide everyone time over the summer to work on their portfolio and their job hunt; we wanted to prepare our cohort before they went out into the job market.</p> <p>We tried to capitalize on the former teachers and military members within our chapter and network when spreading the word by using LinkedIn Groups and Facebook groups aimed at those groups. (We were already members and didn't join simply to market). We also tried to use the #SocialSaturday and try to crowdsource questions but as mentioned in another part of our submission it wasn't as successful due to how public the responses would have been.</p>

**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/16744577140>

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**additional supporting documents:** <https://www.formstack.com/admin/download/file/16744577147>

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**additional supporting documents:** <https://www.formstack.com/admin/download/file/16744577151>

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**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)
- NAC Area Call
- Leader Connection Newsletter (LCN)
- Chapter Relations Manager (CRM)
- Success Series

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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. Selected session facilitators receive complimentary registration.** Yes

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**email\_consent** true

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