2012 SOS Submission:  
(Chicagoland Chapter ASTD (CCASTD))  
(Establishing a Video-based Body of Evidence of the Value of CCASTD Membership)

Submission Date: 12-12-12  
Chapter Name: Chicagoland Chapter ASTD  
Chapter ID: CH5009  
Chapter Location: Chicago  
Chapter Membership Size: 547  
Contact for this Submission: Greg Owen-Boger  
Email Address: greg@turpincommunication.com  
Phone Number: 773-239-2523  
Chapter Title: Director Technology  
Chapter Website URL: www.ccastd.org

Description of Effort: The 2012 the CCASTD motto was “Engage. Execute. Exceed.” We all worked together to find ways to promote all three of those action items. Technology’s contribution was to create videos to establish a “body of evidence” of all three. It’s one thing to engage members at a meeting. It’s even more valuable to provide historic evidence of it for future members to see.

To do this, we created videos that would, over time, provide a valuable record of our activities, achievements and our members. Most of the videos fell into one of two categories.

1. **Man-on-the-Street Videos.** Before each meeting we interviewed attendees and asked them questions around their involvement with CCASTD. Whether the interviewees were long-time members, sponsors or first-time attendees, their answers provided rich insight into what motivates members to join and maintain membership. View them on our YouTube Channel here: http://www.youtube.com/watch?v=NBazhNGjZ5Q&list=PL6896087728A285E9&index=1

2. **Speaker Videos.** We asked each speaker to create a promotional video for their session. Most were eager to do it. These videos were each edited together with CCASTD branding to create buzz and excitement around each event. We also offered to shoot video of the speakers’ sessions. We know how valuable speakers’ time and intellectual property are. Capturing their session on video is a great way for us to say thank you as well as build our body of evidence of excellent programming. View them on our YouTube Channel here: http://www.youtube.com/watch?v=POzNZN4Cmwo&list=PL98C42720B560F726&index=1

Throughout the year we had series of membership drives. We’d like to believe that these videos, which provided evidence for how CCASTD can (and does) “Engage, Execute and Exceed” member expectations, contributed to higher membership numbers. While it’s difficult to prove, we believe they resulted in higher program attendance as well.

All CCASTD videos from 2012 can be found on our website here: http://ccastd.org/displaycommon.cfm?an=1&subarticlenbr=5


Does this effort align with your chapter mission? Yes.

Does this effort align with ASTD’s mission? Yes.
**Target Audience:** This was an initiative to provide value to members, non-members and speakers.

**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.)

**Camera Equipment**
The project volunteer had access to semi-professional video production equipment to execute the video shoots and editing process on the back end. For the Chapter volunteers who may not have professional video production and editing experience or equipment at their disposal, the video production can easily be recorded using a handheld video camera or flip camera using either standard definition or high definition recording capabilities. It may even be possible to use the recording features of a mobile device, tablet or pad. It’s important to recognize that the quality of the end product is relative to the quality of the recording device.

**Editing**
We used Camtasia for editing the videos because we were already familiar with it. Other options might be Windows Live Movie Maker (which comes installed on most PCs currently) or iMovie on the Mac. Professional-grade software such as FinalCut Pro is not necessary.

**File Format**
An important consideration is the video file format and how it communicates with the editing computer. Some cameras have a hard drive in the camera so you can hook it up to your computer for downloading via USB. Other cameras use an SD card, which allows you to transfer the SD card to the computer if the computer has an SD port.

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

**Permissions**
For legal reasons, it is important to capture the permission of interviewees so that you can publish the video. Our meeting sign up form has a checkbox stating that the registrant agrees to allow the registrant’s likeness in photographs and/or video to be used by CCASTD.

**The Shoot**
As the Director of Technology I enlisted the help of volunteers to run the camera and to be the interviewer for the Man-on-the-Street videos. Our goal at each event was to walk away with 6 usable interviews. Using the meeting topic as the discussion topic, we developed a series of questions for each event for the interviewer to ask the interviewees. We considered these questions to be thought starters, and it was the interviewer’s responsibility to riff off of whatever the interviewee said.

Before the interview, we’d ask the interviewee to state their name and spell it. We also asked for their credentials. This made the editing process smoother because there was no doubt around spelling of names, titles or credentials.

To make the videos feel more organic, we had the interviewee speak to the interviewer rather than into the camera. We also went for a hand-held camera look. The slight movement adds depth and character.

**Branding**
It was important to us that we support the CCASTD brand image through these videos. We created a PowerPoint template for the opening and closing slates. This template was used for all videos shot during the year. As a whole, the videos look consistent and cohesive.

**What were the Outcomes? (Include financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** While it’s difficult to determine the exact outcomes, the YouTube channel does provide an excellent body of evidence for how cool CCASTD is! Video views vary widely, but we can track the traffic of the videos. When polling new members as to how they came to know of, or hear of CCASTD we can determine if someone saw the videos and whether or not that led them to visit CCASTD and ultimately join the Chapter.

**Lessons Learned: (Hints and tips for other Chapters who may be considering a similar effort)**
This is a labor-intensive project. To execute the production there are many pieces that have to be executed at different times such as, prep work, capturing the video(s), back end production to import the video into YouTube.

Moving forward, our Technology group has developed a video committee made up of learning professionals who are interested in learning more about video production and serving the Chicagoland Chapter.

Moving into 2013, we decided to upgrade the video quality with a new HD camera (provided by my company) and we added music to the final edited videos. The music adds a layer of excitement that was not there in the 2012 videos.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:

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