2010 SOS Submission: Hawaii
Quarterly Newsletter

Submission Date: 4/6/2010 8:23:57 PM
Chapter Name: ASTD Hawaii
Chapter ID: CH8008
Chapter Location: Honolulu, Hawaii
Chapter Membership Size: Small (Less than 100)

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Description of Effort: Redesigned and formatted our quarterly newsletter.

Need Addressed: We wanted to update our 'paper' quarterly newsletter to ensure it matched up with ASTD National marketing specs, as well as shorten it to just two pages. Our goal is to use this document as a teaser for members and prospects to they visit our ASTD Hawaii website for additional information.

Does this effort align with your chapter mission? Yes
Does this effort align with ASTD's mission? Yes

Target Audience: ASTD Hawaii members as well as prospective members (direct, one-on-one contacts).

Costs/Resource Use: No funding required, as the quarterly newsletter is converted to a PDF and attached to our website. We send an eblasts to our membership with the website link and a 'tease' about what's in the newsletter.

How did you implement: VP of Marketing reviewed the ASTD National 'Logo Spec' book to ensure we had logos, colors, and fonts that matched up well with National standards. Next, we came up with a 'local' Hawaiian name for our revamped newsletter. Then our Marketing and Technology teams met to iron out the new process for directing members and prospects to our ASTD Hawaii website. Success! I've attached the new version of our newsletter (March 2010) and an old version (dated November 2009) for your review. Hope you like!

What were the Outcomes: Without knowing the numbers at this moment, our expectation is that our web traffic will increase dramatically. Our revamped newsletter looks better than ever, and we've gotten great feedback on how the new, shortened format is much more succinct and to the point than before. Chapter leadership seems much more supportive of attaching the newsletter to their e-mails when recruiting contacts for ASTD Hawaii membership.

Lessons Learned: Built the new newsletter in WORD at first, then quickly realized that future Marketing folks may not be as WORD-savvy as me when it comes time to revise, so I did it again in Microsoft Publisher. Now, don't need to 'pull' so much from chapter leadership for newsletter content, as we now put just what's important, as well as chapter event dates, pictures, and recaps. Easy!

Specific ASTD chapter resources that helped guide you in the process of completing this best practice: ASTD National 'Logo Spec' Book and old ASTD Hawaii Newsletters.