

September ATD Updates

Changes to CARE 2023

Chapter Services is excited to announce two new CARE Plus elements and updated CARE resources to support chapters through the survey submission process. CARE contacts will receive a unique link to access their chapter's survey submission in the next month. Read more in the sections below.

Marketing Postcard Template

In response to chapter leader requests, ATD's marketing team has put together a template to support chapter boards in promoting membership renewals.

[Download Template](#)

CARE Survey Deadline

The CARE survey submission deadline is **January 31, 2024**. Submit the survey by the **early deadline of January 12, 2024**, and the chapter will be entered into a raffle for a chance to win a special prize.

Employee Learning Week (ELW) 2023

ELW is ATD's annual awareness campaign that highlights the important connection between learning and achieving organizational results. This year ELW will take place from December 4–8. Click read more below for more information, marketing materials, and resources to support your promotion of ELW locally. Submit the online form to be recognized as a 2023 Champion of Learning.

[Explore ELW](#)

Welcome Chasity Cook, Chapter Relations Manager, Eastern Area

Chasity comes to ATD from the National Basketball Association (NBA) where she was an Employee Relations Generalist. Prior to joining ATD, Chasity has also worked in resource management, compliance, and client relations. Additionally, she holds a Master of Business Administration from DeVry University and a Bachelor of Arts in communication with a concentration in public relations. Join us in welcoming Chasity to the team!



"I am incredibly excited to embark on this new journey with the ATD team and our chapters. The opportunity to contribute my skills and experiences to such a dynamic organization is both inspiring and motivating."

Chasity Cook
ATD Chapters Relation Manager, Eastern Area

Congratulations, Bianca!

After supporting eastern area chapters for close to two years, Bianca Clark has been promoted to Manager, Chapter Services. She is looking forward to expanding her role with the Chapter Services team and continuing to support chapter leaders in her new position.

New CARE Plus Elements

Two additional CARE Plus elements are going live in 2023! These additions are intended to recognize new areas of successful chapter operations. They do not eliminate any of the existing CARE Plus elements or change the number of elements required in each category.

- In the Board of Directors category: SOS Submission: Chapter board submits a best practice to the SOS program.
- In the Programming category: Joint Programming: Chapter collaborates with other chapters to plan and host joint programming.

Updated CARE resources are available at td.org/care, including an updated workbook that reflects additional updates in survey language to simplify the submission process.

Upcoming Chapter Leader Webinars

DEI Real Talk
September 29 at 2 p.m. ET

Join National Advisors for Chapters (NAC) and fellow chapter leaders on September 29, 2023 at 2 p.m. ET for a dialogue on what makes diversity, equity, and inclusion (DEI) more than just a trending hot topic. Please bring your curious mind and openness to share and learn together.

[Register Today](#)

Leader Connection Hour: How to Recruit, Engage, and Retain Board Members and Volunteers
October 12 at 2 p.m. ET

In this second session of our two-part Leader Connection Hour series, learn proven strategies for attracting and retaining quality board members and volunteers. From effective recruitment tools and practices to right-sizing involvement, our National Advisors for Chapters (NAC) will share their expertise and best practices. Join us for an insightful conversation on how to build a strong, committed team.

[Register Today](#)

Chapter Leader Onboarding and Orientation
October 26 at 4 p.m. ET

Join National Advisors for Chapters (NAC) members and fellow chapter leaders for an onboarding and orientation session. This webinar is a great resource for those that are new to chapter leadership, leaders who want to revisit the resources that can support them in their respective roles, and experienced leaders looking for a quick refresher.

[Register Today](#)

Innovation & Recognition



September Chapter of the Month: Buffalo Niagara

In 2022, the Buffalo Niagara Chapter recruited a college intern to support the planning and implementation of the chapter's hybrid conference. The intern supported speaker coordination, conference logistics, social media and web design, and post-event assessment. To recruit for the position, the chapter developed a clear outline of how to best market the opportunity, including a clear description of the role, its benefits, and the desired candidate. As a result, the chapter conducted a successful conference with a high attendee satisfaction rate, increased its membership, and developed promising partnerships with local colleges and universities. [Read more about this program.](#)

Sharing Our Success (SOS)

The SOS program helps chapters improve by sharing and finding easy-to-use ideas, resources, and practices. Submit your chapter's best practice to gain recognition, share your knowledge, measure your accomplishments against established criteria, and be considered for a Chapter of the Month award. [Learn more and submit here.](#)

Chapter Essentials

Connect With Fellow Chapter Leaders

Join the [ATD Chapter Leaders LinkedIn Group](#) to share resources, ask questions, and celebrate successes with other chapter leaders. Please note that you must be an active chapter volunteer to participate in this group.

Looking for Assistance?