



## Preview – Text Version of Application for Planning Purposes Only

Below is a sample of the online application. This draft is for your planning purposes only. All applications must be submitted via the online form, which is identical to this sample draft.

### **Chapter Excellence Award Application: Excellence in Advancing the Profession Through ATD**

**Certification (APTD/CPTD):** Awarded to chapters that significantly foster talent development in their community and professionalize the industry through promoting certification: Associate Professional in Talent Development (APTD) and/or Certified Professional in Talent Development (CPTD).

Please complete each section of the application. If a question does not pertain to your chapter, please enter N/A. You may save your application and complete it in multiple sessions. Answer each question in as much detail as possible and provide supporting evidence. You may upload supporting documentation to strengthen your application; a link to upload documents is provided within those sections of the application.

**SECTION ONE –** *ATD will provide data for this section. Please note if you know of any member participation within your chapter.*

#### **Member Participation: Three questions**

1. List the names of chapter members, including board members, with the APTD or CPTD credential. Points are awarded for each chapter member.
2. Provide names of chapter members who served as volunteers for the ATD Certification Institute in 2020 (duties may include product feedback, item development, scoring). Points are awarded for each volunteer. List volunteers, dates, and duties.
3. List number of APTD or CPTD study groups including participant names, start and end dates, and location(s):

## **SECTION TWO**

### **Chapter Support: Eight questions with supporting documents upload**

4. Show chapter efforts or programs held that focused on or aligned with the ATD Talent Development [Capability Model](#) and/or the capability areas of the model. Points awarded for each domain or capability covered. List the efforts below (i.e. encouraging people to complete the self-assessment or programs (speakers/topics/dates).

5. Does your chapter have a board position dedicated to certification? If not, points will be given for documenting board positions where APTD/CPTD initiatives are included in the description.

Provide position, position description, and name of person in the position:

6. Describe up to three APTD/CPTD certification goal(s) that are included in your chapter goals.

Provide APTD/CPTD certification goal(s):

7. Do you give a chapter-sponsored award to individuals who have earned the APTD or CPTD credential?

Describe award, date given, and to whom:

8. Document and provide evidence of how your chapter publicly recognizes members who earn the APTD or CPTD, such as through press releases, newsletters, websites, and social media.

Describe method(s) of recognition and date(s):

9. Does your chapter have a scholarship awarding support for the APTD and/or CPTD exam(s) or to purchase test preparation materials and/or TD Body of Knowledge (TDBoK)?

Describe scholarship here and list the recipient(s):

10. Chapter leadership qualifies for recertification points. Aside from this, document any other APTD/CPTD recertification point opportunities that are available through chapter activities (such as participating in related chapter professional development programs).

Describe the recertification opportunities:

11. Document and describe any chapter programs focused on APTD or CPTD (these should be different programs from those listed as specific domain/capability-focused programs, such as APTD/CPTD program overview).

Describe program(s):

### SECTION THREE

#### Collaboration: Two questions

12. Did your chapter work with an institute of higher learning, a local organization, or a local industry with a focus on APTD/CPTD preparation?

Provide name(s) of partner organization(s) and describe relationship(s):

13. Did you partner with other ATD chapters to promote the APTD or CPTD credential?

Identify chapter partner(s) and describe partnership:

### SECTION FOUR

#### Marketing: Five questions

14. Document and provide examples of chapter marketing/promotional materials the APTD or CPTD credential. Points given for each medium. Provide supporting documents and/or URL link below.

(Optional) Upload any supporting documents or URL links: i.e. Marketing APTD/CPTD on chapter website, in a newsletter or other communications, and/or materials distributed at chapter meetings or in new member kits.

Please describe and upload examples below as supporting documentation:

15. Did your chapter issue a press release to local media announcing local CPTDs or APTDs, the value of certification credentials to organizations, or chapter APTD/CPTD study groups? If yes, upload supporting document and/or provide URL link below.

- Yes

- No

(Optional) Upload press release/supporting documents or URL

16. Did your chapter write a certification-related blog or newsletter? If yes, upload supporting documents or provide link(s) to blog and/or newsletter below.

- Yes
- No

(Optional) Upload additional link to blog and/or newsletter

17. Did your chapter conduct any APTD or CPTD presentations to local groups or non-chapter events? List date(s), presentation topic(s), presenter(s), and company name(s) below.

18. Has your chapter found a creative way to promote ATD certification? Describe innovation:

### **Bonus**

Is there anything else your chapter did in 2020 related to the APTD/CPTD that you would like the review team to know? Describe below.

Please provide any additional supporting documents or URLs below.

Supporting Documents Upload (optional)

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Supporting Documents Link (optional)

Please copy and paste the URL to any online supporting documentation.

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Please copy and paste the URL to any online supporting documentation.

### **End of Application**

*Thank you for completing the CEA application for Excellence in Advancing the Profession Through ATD Certification!*