



ATD Chapter Excellence Awards (CEA)

ABOUT

Excellence in Strategic Partnership

Chapters that made a significant impact on local businesses and communities.

Excellence in Advancing the Profession Through CPLP

Chapters that significantly fostered talent development in their community and for professionalizing the industry through promoting the Certified Professional in Learning and Performance (CPLP).

2019 CEA Winning Chapter Summaries

EXCELLENCE IN STRATEGIC PARTNERSHIPS

The **Greater Richmond Chapter** identified a lack of conference offerings that cater to the needs of talent development professionals within the Greater Richmond region. The chapter partnered with the Virginia Chapter of the International Coach Federation to plan the first ever Talent Development Practitioners Conference, held on December 1, 2018. Planning efforts took place throughout 2018, with volunteers from both the ATD and ICF chapters working on various committees to plan two keynotes, breakout sessions, and an EXPO, which drew ten organizations that participated as sponsors and/or vendors. The Greater Richmond Chapter also encouraged former chapter members to get involved and leveraged the support of the Richmond Society for Human Resource Management Chapter to help advertise the conference. Additionally, CarMax provided a grant to help offset some of the conference expenses. In total, 65 individuals participated in the Talent Development Practitioners Conference.

The **Central New York Chapter** successfully grew awareness of the talent development field in its community by collaborating with several organizations through partnerships and sponsorships. Among these businesses are the *Central New York Business Journal*, CenterState CEO, and The Manufacturers Association of Central New York (MACNY). Media partners issued press releases about the chapter, ATD, talent development, and the chapter's premier CNY BEST Talent Development Program that recognizes excellence in talent development in the central New York area.

EXCELLENCE IN ADVANCING THE PROFESSION THROUGH CPLP

The **Rocky Mountain Chapter** has a dedicated certification board position, actively markets certification, led and administered two study group cohorts, and collaborated with the following chapters in hosting the cohorts: West Virginia, Valley of the Sun, Austin, Piedmont, Florida Suncoast, and Central Florida.



2018 CEA Winning Chapter Summaries

Excellence in Strategic Partnership

The **Central Iowa Chapter** became acquainted with nonprofit agencies that had cut all nonessential training due to budget constraints. They reached out to ATD Central Iowa members as well as some leaders in nonprofit agencies and created Central Iowa ATD University (ATDU), which offers free monthly training sessions for individuals who work in nonprofit organizations. Each semester, ATD representatives and a steering committee made up of nonprofit leaders select relevant topics related to three tracks of learning: personal development, leadership development, and wellness. In total, 96 local nonprofit employees representing more than 20 different nonprofit agencies received professional or leadership development at no cost to their organizations. Congratulations to the Central Iowa Chapter.

Excellence in Advancing the Profession Through CPLP

The **South Florida Chapter** honors new CPLPs by presenting them with a special CPLP "bling" pin at their annual Champions of Learning event in December. The chapter also provides CPLP support through:

- continuing education opportunities
- giving CPLPs opportunities to speak and present at chapter events on their area of expertise
- encouraging all CPLPs to become board members, suggesting they serve as either the director of the CPLP Study Group Committee or vice president of professional development. These committee roles:
 - Promote CPLP testing windows and registration.
 - Oversee CPLP study groups.
 - Submit the HRCI credit application for each professional development event of the chapter.
 - Oversee community outreach.
 - Coordinate a mentorship program.

2017 CEA Winning Chapter Summaries

Excellence in Strategic Partnership

The **Hawkeye Chapter**, in the small chapter category, held a regional conference with more than 60 participants from 35 different companies. This 2016 professional development conference centered on a theme of Boosting Performance to address a specific need identified



the previous year by an executive leadership focus group. Through partnering with community stakeholders, the chapter's efforts led to them being recognized by the mayor's office at the conference for its 40th year of contributing to the region.

The **Central New York Chapter**, in the medium chapter category, strengthened community relationships through its CNY ATD Scholarship Program. The program is promoted by local colleges, nonprofit organizations, companies, and chapter events. The scholarship has raised the level of awareness of CNY ATD, ATD, and the talent development profession.

The **Dallas Chapter**, in the large chapter category, strengthened and refined its corporate partnerships with companies such as Southwest Airlines, Pizza Hut, Flowserve, GameStop, the Federal Reserve Bank, and others through conducting stakeholder surveys, interviews, and focus groups. These initiatives provided strategic insight into creating and implementing a new value proposition and content calendar and an increase in chapter membership and event attendance.

2016 CEA Winning Chapter Summaries

Excellence in Advancing the Profession Through CPLP

This award recognizes chapters for advancing the profession through the CPLP (Certified Professional in Learning and Performance credential) by providing chapter programming aligned with the ATD Competency Model's areas of expertise, promoting the CPLP at chapter meetings, having a board position devoted to the CPLP, and providing study group opportunities for members. The winning chapters in the small and medium chapter categories also partnered on a virtual study group.

The **Piedmont Chapter** was recognized as the winner in the small chapter category.

The **Rocky Mountain Chapter** was recognized as the winner in the medium chapter category.

The **Metro DC Chapter** was recognized as the winner in the large chapter category. The chapter did all the above in addition to making scholarships available to support the CPLP exam and test preparation.

Excellence in Strategic Partnership

The **New Mexico Chapter**, in the small chapter category, expanded its existing partnerships with the New Mexico Evaluators and the New Mexico International Society of Performance Improvement. They collaborated with the University of New Mexico's Organization Information and Learning Sciences program and UNM's Graduate Student Professional Association to include a new Alliance Student Package Membership covering membership to all participating organizations.



The **Central New York Chapter**, in the medium chapter category, implemented a train-the-trainer program with several local community organizations after identifying a gap in introductory training for trainers.

The **Greater Atlanta Chapter**, in the large chapter category, partnered with Atlanta Community Food Bank, United Way of Georgia, Atlanta Habitat for Humanity, and Goodwill of North Georgia to provide professional development programs and opportunities to serve in volunteer positions within the community.