

## Excellence in Advancing the Profession Through ATD

### Certification: 2019-2020 Planning Worksheet

Applications must be submitted online by December 31, 2019. Please use this worksheet for planning purposes only. Chapters will be asked to address each of the following when completing the application.

#### Member Participation – ATD will include this data on the chapter's behalf.

How many chapter members, including board members, have the APTD or CPLP credential?	List names. Points are awarded for each board and chapter member.
Have any chapter members volunteered with ATD Certification Institute in 2019? Duties may have included product feedback, item development, scoring.	List volunteers, dates, and duties. Points are awarded for each volunteer.
Has your chapter sponsored an APTD or CPLP Study Group(s)?	Document the number of participants, start and end dates, and location(s).
How many ATD Learning Systems have been purchased using your chapter's CHIP code?	ATD to provide data; chapter does not need to track. Points are awarded for each system purchased.

#### Chapter Support

Has your chapter held programs aligned with the ATD Competency Model areas of expertise (AOEs)?	List speaker(s), topic(s), and date(s). Points are awarded for each AOE covered.
Does your chapter have a board position dedicated to APTD/CPLP? If not, document board positions where APTD/CPLP initiatives are included in their job descriptions.	Provide position description and name of person in the position.
What goals, specific to ATD Certification, are included in your annual chapter goals?	Describe up to three goals.
Do you give a chapter-sponsored award to individuals who have earned the CPLP or APTD credential?	Describe the award, date given, and recipient(s).
How does your chapter recognize members who earn the CPLP or APTD, for example, press releases, social media, or newsletters?	Describe method(s) of recognition, including dates.
Does your chapter provide APTD/CPLP promotional materials at chapter meetings or in new member kits?	List and provide examples.
Does your chapter have a scholarship that awards support for the APTD/CPLP exam fee or to purchase test preparation materials?	Describe the scholarship and list the recipient(s).
What type of opportunities does your chapter offer to earn CPLP or APTD recertification points, such as membership, leadership, participating in related chapter professional development programs?	Describe the activities.
Did your chapter hold any certification-focused programs?	Document and describe.

#### Collaboration

Did your chapter work with an institute of higher learning, a local organization, or local industry with a focus on APTD/CPLP preparation?	Document and describe.
Does your chapter partner with other ATD chapters to promote the CPLP or APTD credential(s)?	Describe the partnership.

#### Marketing

Does your chapter use any of the following to market the CPLP or APTD credential(s): chapter website or newsletter, press release to local media, certification-specific blog, APTD/CPLP presentations to local groups or at chapter events, other?	List each medium and provide examples of marketing. Points are awarded for each medium.
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#### Innovation

Has your chapter found a creative way to promote APTD/CPLP?	Explain and provide examples.
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