

2020 CARE Submission Summary



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CHAPTERS REPORTING ON THE 2019 CALENDAR YEAR

2020 CARE SUBMISSION SUMMARY

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If you have any questions regarding the 2020 CARE Submission Summary, please contact:

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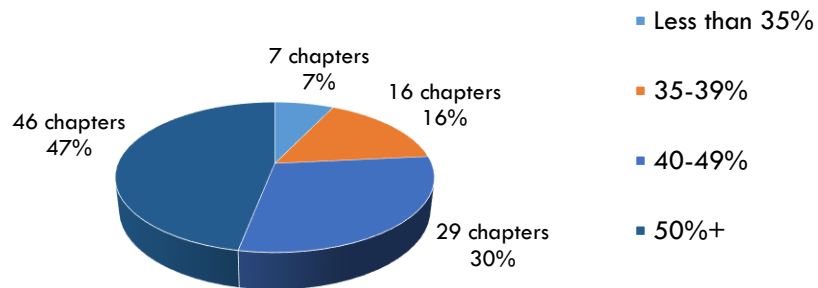
SECTION 1: EXECUTIVE SUMMARY

Submission Results

As of the CARE submission deadline date (January 31, 2020):

- Ninety-eight out of 99 active chapters (99 percent) completed the CARE submission process.
- Seventy-four chapters (75 percent) achieved 100 percent in all 18 elements, compared with 78 chapters (79 percent) in 2018. The joint membership percentage was the most missed element for the second consecutive year. Only one chapter missed CARE solely because they failed to complete the required joint membership activities.
- One chapter (1 percent) did not submit any information, which is the same number as 2018.

2019 Joint Chapter/ATD Membership Achievement Based on CARE



Achievement Data

The 98 submitting chapters self-evaluated their percentage of achievement in the 18 elements.

1. 100 Percent of Achievement

| Element Number | Element Description | Percentage of Chapters Evaluating at 100 Percent Achievement |
|----------------|---|--|
| 1.1 | The chapter's mission, vision, and bylaws align with those of ATD. Additionally, the chapter meets the ATD brand identity guidelines. | 100% |
| 1.2 | The chapter maintains written position descriptions for elected chapter board members. | 100% |
| 1.6 | The chapter submits a current membership roster in Excel format to ATD Chapter Services with CARE submission. | 100% |
| 2.1 | The chapter complies with federal and state reporting requirements. | 100% |

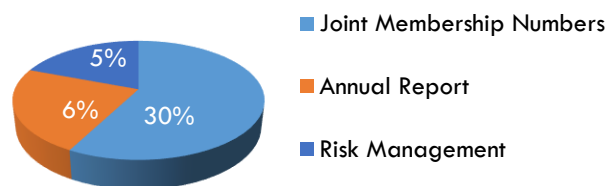
2. Less Than 100 Percent of Achievement

| Element Number | Element Description | Percentage of Chapters Evaluating at 100 Percent Achievement |
|----------------|--|--|
| 1.4 | The chapter creates an operational plan. | 99% |
| 1.5 | The chapter submits a current board roster in Excel format with CARE submission and updates ATD Chapter Services as changes occur. | 99% |
| 1.7 | The chapter board meets at least once per quarter and makes meeting minutes available to members. | 99% |
| 5.1 | The chapter maintains a current website with up-to-date information. | 99% |
| 2.2 | The chapter board develops and approves an annual operating budget and makes it available to members. | 98% |
| 3.1 | The chapter board assesses its members' needs and satisfaction levels at least once per year. | 98% |
| 5.2 | The chapter disseminates a communication piece to members at least once per quarter that includes chapter and ATD programs and initiatives. | 98% |
| 1.3 | The chapter members participate in the nomination and election of the chapter board. | 97% |
| 2.3 | The chapter board ensures an annual internal or external financial review is completed by an individual or group not directly responsible for the management of the chapter's finances. | 97% |
| 3.2 | The chapter achieves by 12/31/19 a minimum of 20 chapter/ATD members and 35 percent of the chapter's membership. Also, chapters should also achieve the ten joint membership activities. | 97% |
| 4.1 | The chapter board members maintain joint chapter/ATD membership and participate in both annual chapter and ATD leadership development opportunities. | 97% |
| 4.2 | The chapter provides at least six professional development activities per year for members. | 97% |
| 1.8 | The chapter board completes a risk management assessment. | 95% |
| 5.3 | The chapter board produces and shares with members an annual report that includes, but is not limited to, membership numbers, financial performance, and progress toward annual goals. | 94% |

Joint Membership Activities

| Most Completed Activities | Number of Chapters That Completed Activity |
|---|--|
| Display Power Membership logos on chapter website. | 92 |
| Mention Power Membership at the beginning of each chapter event. | 81 |
| Host a Power Member page on chapter website. | 78 |
| Discuss Power Membership at each board meeting. | 76 |
| Highlight Power Membership in chapter emails. | 71 |
| Participate in Chapter Membership on the ATD Store program. | 71 |
| Has printed Power Membership collateral displayed at each event. | 69 |
| Request list of ATD members quarterly to identify prospects. | 64 |
| Promote Power Membership at chapter special events, including an information table with both chapter and ATD materials. | 63 |
| Use PowerPoint slides at each event highlighting Power Membership. | 62 |
| Request joint membership percentage from chapter relations manager. | 62 |

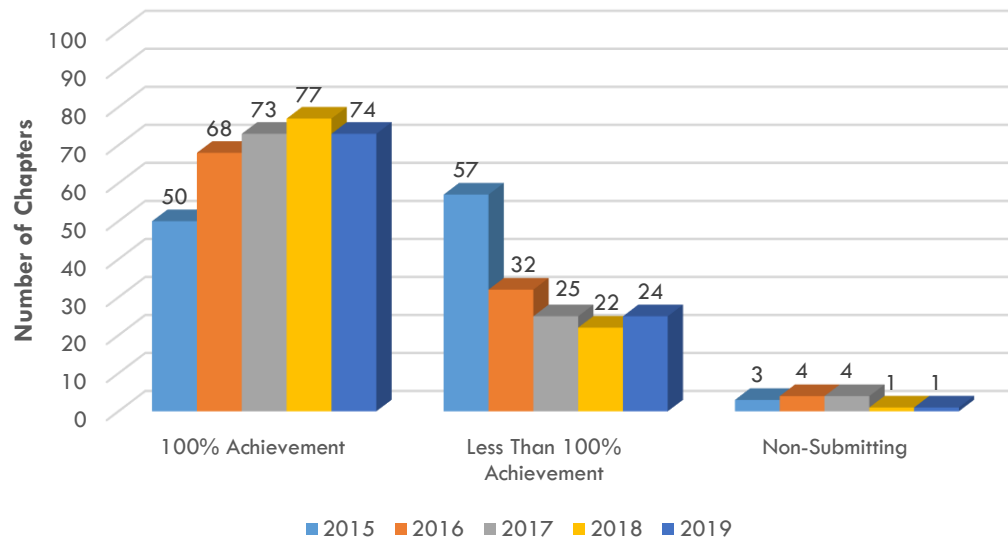
2019 Top Three Missed CARE Elements (# of Chapters)



What Does the CARE Information Tell Us?

The 2019 CARE results for ATD's 99 active chapters. Inactive chapters are not required to submit CARE.were:

Chapter CARE Achievement



Four chapters did not achieve CARE because they missed only the 35 percent joint membership requirement, compared to 10 chapters in 2018. To meet the joint membership element, a chapter must have a minimum of 20 joint members and joint member rate of 35 percent. Two of the four chapters did not meet the required 20 joint members and two chapters did not meet the 35 percent rate. The average joint membership percentage self-reported in CARE was 49 percent, which is on par with what chapters reported in 2018.

These areas still require attention and targeted efforts to continue making significant improvement. Chapters that need assistance with any of these should contact their [chapter relations manager](#) (CRM) or [National Advisor for Chapters](#) (NAC).

SECTION 2: CHAPTER RESULTS

As of the CARE submission deadline date (January 31, 2020):

- Ninety-eight out of 99 chapters completed the CARE submission process.
- Seventy-four chapters (75 percent) achieved 100 percent.
- Twenty-four chapters (24 percent) achieved less than 100 percent.
- One chapter (1 percent) did not submit any information.
- One chapter was on inactive status and was not required to complete the CARE survey.

Chapters That Achieved 100 Percent CARE, As of the January 31, 2020, Deadline:

| | | |
|-----------------|-----------------------|----------------------|
| Ann Arbor | Central Florida | Central Pennsylvania |
| Austin | Central Indiana | Charlotte Area |
| Baton Rouge | Central Iowa | Chattanooga Area |
| Brazos Valley | Central Massachusetts | Chicagoland |
| Buffalo Niagara | Central New York | Cuyahoga Valley |
| Capital Region | Central Ohio | Dallas |
| Cascadia | Central Oklahoma | Detroit |

| | | |
|---------------------------|---------------------|-------------------------|
| Eastern Pennsylvania | Maryland | Research Triangle Area |
| Florida Suncoast | Memphis | Rocky Mountain |
| Fort Worth/Mid-Cities | Metro DC | San Antonio |
| Golden Gate | Mid New Jersey | San Diego |
| Greater Atlanta | Mississippi | SF East Bay |
| Greater Boston | Mississippi Valley | Smoky Mountain |
| Greater Cincinnati | Nashville | South Carolina Midlands |
| Greater Cleveland | Nebraska | South Florida |
| Greater Las Vegas | New Mexico | Southeastern Virginia |
| Greater Twin Cities | New Orleans | Southeastern Wisconsin |
| Hawaii | New York City | Southern Connecticut |
| Heart of Central Illinois | North Dakota | Southwest Florida |
| Houston | Northeast Florida | St. Louis |
| Kansas City | Northeast Wisconsin | Treasure Valley |
| Kentuckiana | Northern New Jersey | Tulsa |
| Los Angeles | Pikes Peak | Utah |
| Madison Area | Pittsburgh | Valley of the Sun |
| Maine | Puget Sound | |

Chapters That Did Not Achieve 100 Percent CARE, As of the January 31, 2020, Deadline:

| | | |
|----------------------|--------------------|---------------------|
| Arkansas | Inland Empire | Orange County |
| Bay Colonies | Lake Superior | Piedmont |
| Big Sky | Lincoln | Puerto Rico |
| Greater Birmingham | Long Island | Rochester |
| Greater Philadelphia | Mid Michigan | Sacramento |
| Greater Richmond | North Louisiana | Valleys of Virginia |
| Greater Toledo | Northern Rockies | Vermont |
| Hawkeye | Northwest Arkansas | West Virginia |

Non-Submitting Chapters, As of the January 31, 2020, Deadline:

North Alabama

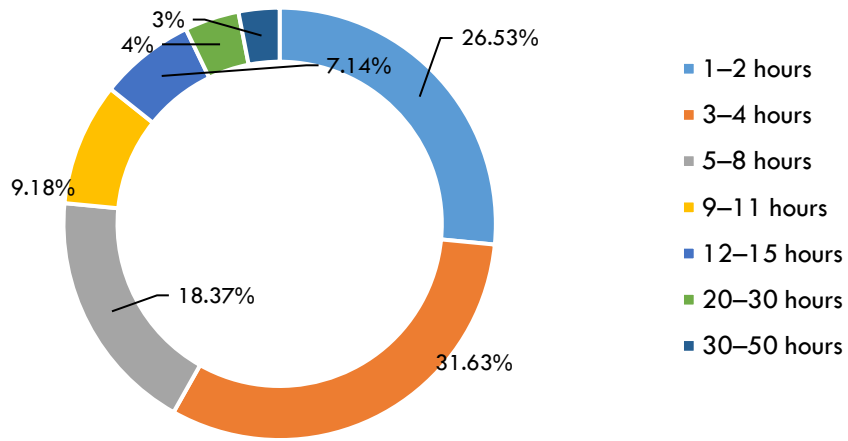
Inactive Chapters, As of the January 31, 2020, Deadline:

Central Missouri

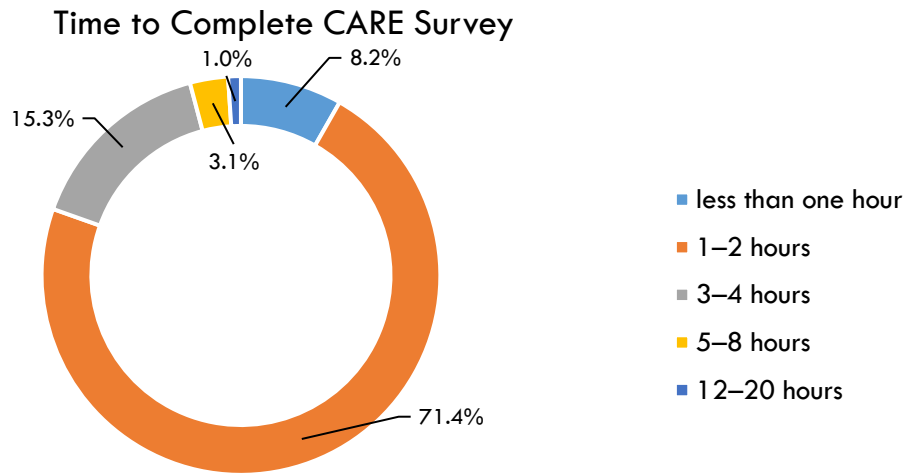
SECTION 3: ADMINISTRATION DATA AND COMPONENTS

How long did it take to gather information to complete the CARE submission?

Time to Gather Information for CARE Submission



How long did it take to complete the CARE survey?



SECTION 4: ANNUAL UPDATE INFORMATION

Is your chapter incorporated? (n=97)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 63 | 64.9% |
| No | 35 | 36.1% |

Approximately what was your chapter's 2019 gross revenue from all sources (dues, programs, sponsorships, and so on)? (n=92)

| | Count | Percentage of Sample Answered |
|-----------------------|--------------|--------------------------------------|
| Less than \$10,000 | 43 | 46.7% |
| \$10,000 to \$24,999 | 23 | 25.0% |
| \$25,000 to \$49,999 | 18 | 19.6% |
| \$50,000 to \$100,000 | 5 | 5.4% |
| More than \$100,000 | 3 | 3.3% |

As of December 31, 2019, how many members does your chapter have? (n=98)

| | Count | Percentage of Sample Answered |
|--------------|--------------|--------------------------------------|
| 100 or fewer | 53 | 54.1% |
| 101–299 | 36 | 36.7% |
| 300 or more | 9 | 9.2% |

What percentage of your chapter's members are members of ATD and your chapter? (n=98)

| | Count | Percentage of Sample Answered |
|-----------------------|--------------|--------------------------------------|
| Fewer than 35 Percent | 7 | 7.1% |
| 35–49 Percent | 44 | 44.9% |
| 50 Percent or More | 47 | 48.0% |

In 2019, what happened to your chapter membership numbers? (n=98)

| | Count | Percentage of Sample Answered |
|-----------|--------------|--------------------------------------|
| Increased | 43 | 43.9% |
| Decreased | 34 | 34.7% |
| No Change | 21 | 21.4% |

Did your chapter raise dues in 2019? (n=98)

| | Count | Percentage of Sample Answered |
|-----|--------------|--------------------------------------|
| Yes | 7 | 7.1% |
| No | 91 | 92.9% |

Does your chapter plan to raise dues in 2020? (n=98)

| | Count | Percentage of Sample Answered |
|-----|--------------|--------------------------------------|
| Yes | 9 | 9.2% |
| No | 89 | 90.8% |

Which of these dues categories does your chapter have? (n=98)

| | Count | Percentage of Sample Answered |
|----------------------------|-------|-------------------------------|
| Regular Member | 98 | 100.0% |
| Student Member | 85 | 86.7% |
| Senior Member | 21 | 21.4% |
| Young Professional | 7 | 7.1% |
| Group/Corporate Membership | 73 | 74.5% |
| Other | 27 | 27.6% |

How much are your regular membership dues? (n=98)

| | Count | Percentage of Sample Answered |
|---------------|-------|-------------------------------|
| \$10–\$40 | 3 | 3.1% |
| \$41–\$70 | 42 | 42.9% |
| \$71–\$100 | 36 | 36.7% |
| \$101–\$150 | 15 | 15.3% |
| \$151 or More | 2 | 2.0% |

How much are your student membership dues? (n=85)

| | Count | Percentage of Sample Answered |
|------------|-------|-------------------------------|
| \$0–\$15 | 5 | 5.9% |
| \$16–\$30 | 42 | 49.4% |
| \$31–\$55 | 31 | 36.5% |
| \$56–\$100 | 7 | 8.2% |

How much are your senior membership dues? (n=21)

| | Count | Percentage of Sample Answered |
|-----------|-------|-------------------------------|
| \$0–\$30 | 6 | 28.6% |
| \$31–\$60 | 11 | 52.4% |
| \$61–\$97 | 4 | 19.0% |

How much are your young professional dues? (n=7)

| | Count | Percentage of Sample Answered |
|-----------------|-------|-------------------------------|
| \$1–\$30 | 3 | 42.9% |
| \$31–\$50 | 3 | 42.9% |
| \$51 or greater | 1 | 14.3% |

How much are your corporate or group member dues per member? (n=72)

| | Count | Percentage of Sample Answered |
|------------|-------|-------------------------------|
| \$1–\$75 | 44 | 61.1% |
| \$76–\$150 | 20 | 27.8% |

| | | |
|------------------|---|-------|
| \$151 or greater | 8 | 11.1% |
|------------------|---|-------|

Which of these are requirements for a student to get the student membership rate? (n=87)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Attend an accredited university | 71 | 81.6% |
| Take a minimum number of credit hours | 24 | 27.6% |
| Demonstrate they are taking classes in a talent development–related field | 17 | 19.6% |
| Demonstrate they are in a degree program in a talent development–related field | 12 | 13.8% |
| None of the above | 4 | 4.6% |

Which of these is true of your chapter? (n=98)

| | Count | Percentage of Sample Answered |
|---|-------|-------------------------------|
| Assists local students in finding internships | 12 | 12.2% |
| Has a connection with HRD or talent development faculty at a local college or university | 67 | 68.4% |
| Has a director of student outreach or a similar board position | 14 | 14.3% |
| Has a formal mentoring program for students | 0 | 0.0% |
| Has a student special interest group (SIG) | 6 | 6.1% |
| Hosts a formal student group at a local college or university | 3 | 3.1 |
| Includes student members in professional chapter meetings and programs | 63 | 64.3% |
| Promotes ATD student scholarships (for example, John Coné Membership Scholarship, ATD International Conference & Exposition Registration Scholarship, ATD Essentials Series Workshop Scholarship, ATD Dissertation Award) | 8 | 8.2% |
| Provides financial assistance to student members to participate in the ATD International Conference & EXPO | 2 | 2.0% |
| Provides informal mentoring to students | 34 | 34.7% |
| Provides scholarships or awards to college students | 7 | 7.1% |
| None of the above | 16 | 16.3% |

Does your chapter recognize young and new professionals? (n=96)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 20 | 20.8% |
| No | 76 | 79.2% |

How does your chapter recognize young and new professionals? (n=25)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Offer discounted membership rate | 8 | 32.0% |
| Provides special award recognition for up-and-coming professionals | 2 | 8.0% |
| Reserves a board position for young and new professionals | 5 | 20.0% |
| Young professional SIG | 0 | 0.0% |
| Other | 8 | 32.0% |

What are the requirements for a new graduate or young professional to qualify for the discounted membership rate? (n=9)

| | Count | Percentage of Sample Answered |
|---------------------------------------|-------|-------------------------------|
| Proof of recent graduation | 1 | 11.1% |
| Under a certain age (29–35 years old) | 6 | 66.7% |
| None of the above | 0 | 0.0% |

When are the majority of your regular programs held? (n=98)

| | Count | Percentage of Sample Answered |
|-----------|-------|-------------------------------|
| Morning | 21 | 21.4% |
| Lunchtime | 27 | 27.6% |
| Afternoon | 2 | 2.0% |
| Evening | 40 | 40.8% |
| Other | 8 | 8.2% |

What is the average number of people at your regular monthly chapter meeting? (n=94)

| | Count | Percentage of Sample Answered |
|-------|-------|-------------------------------|
| 1–10 | 13 | 16.7% |
| 11–30 | 60 | 57.3% |
| 31–50 | 14 | 33.9% |
| 51–61 | 7 | 6.3% |

What is the approximate registration fee for members to attend a chapter program? (n=97)

| | Count | Percentage of Sample Answered |
|--------------|-------|-------------------------------|
| Free | 32 | 33.0% |
| \$1–\$20 | 37 | 38.1% |
| \$21–\$30 | 21 | 21.6% |
| \$31–\$50 | 4 | 4.1% |
| \$51 or more | 3 | 3.1% |

What is the approximate registration fee for a chapter *nonmember* to attend a chapter program? (n=98)

| | Count | Percentage of Sample Answered |
|--------------|-------|-------------------------------|
| Free | 2 | 2.0% |
| \$1–\$20 | 23 | 23.5% |
| \$21–\$30 | 27 | 27.6% |
| \$31–\$50 | 39 | 39.8% |
| \$51 or more | 7 | 7.1% |

What is the approximate registration fee for a chapter member to attend a chapter-sponsored conference? (n=79)

| | Count | Percentage of Sample Answered |
|---------------|-------|-------------------------------|
| Free | 17 | 21.5% |
| \$1–\$50 | 11 | 13.9% |
| \$51–\$75 | 9 | 11.4% |
| \$76–\$100 | 7 | 8.9% |
| \$101–\$150 | 10 | 12.7% |
| \$151–\$200 | 13 | 16.5% |
| \$201–\$250 | 2 | 2.5% |
| \$251–\$300 | 6 | 7.6% |
| \$301 or more | 4 | 5.1% |

What is the approximate registration fee for a chapter *nonmember* to attend a chapter-sponsored conference? (n=78)

| | Count | Percentage of Sample Answered |
|------------------|-------|-------------------------------|
| Free | 16 | 20.5% |
| \$1–\$50 | 5 | 6.4% |
| \$51–\$75 | 9 | 11.5% |
| \$76–\$100 | 4 | 5.1% |
| \$101–\$150 | 13 | 16.7% |
| \$151–\$200 | 7 | 9.0% |
| \$201–\$250 | 8 | 10.3% |
| \$251–\$300 | 6 | 7.7% |
| \$301–\$350 | 5 | 6.4% |
| \$351 or greater | 5 | 6.4% |

In 2019, did your chapter have a conference, seminar, or other large event? (n=96)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Did in 2019 and planning for 2020 | 45 | 46.9% |
| Did in 2019 but not planning for 2020 | 6 | 6.3% |
| Did not in 2019 and not planned for 2020 | 23 | 24.0% |
| Did not in 2019 but planning for 2020 | 22 | 22.9% |

In 2019, did your chapter complete a community service project? (n=93)

| | Count | Percentage of Sample Answered |
|--|--------------|--------------------------------------|
| Did in 2019 and planning for 2020 | 30 | 32.3% |
| Did in 2019 but not planning for 2020 | 4 | 4.3% |
| Did not in 2019 and not planned for 2020 | 36 | 38.7% |
| Did not in 2019 but planning for 2020 | 23 | 24.7% |

In 2019, did your chapter have a partnership with another membership organization? (n=98)

| | Count | Percentage of Sample Answered |
|--|--------------|--------------------------------------|
| Did in 2019 and planning for 2020 | 43 | 43.9% |
| Did in 2019 but not planning for 2020 | 6 | 6.1% |
| Did not in 2019 and not planned for 2020 | 18 | 18.4% |
| Did not in 2019 but planning for 2020 | 31 | 31.6% |

In 2019, did your chapter have a partnership with another ATD chapter? (n=96)

| | Count | % Sample Answered |
|--|--------------|--------------------------|
| Did in 2019 and planning for 2020 | 41 | 42.7% |
| Did in 2019 but not planning for 2020 | 3 | 3.1% |
| Did not in 2019 and not planned for 2020 | 27 | 28.1% |
| Did not in 2019 but planning for 2020 | 25 | 26.0% |

In 2019, did your chapter have job listings for members? (n=98)

| | Count | Percentage of Sample Answered |
|--|--------------|--------------------------------------|
| Did in 2019 and planning for 2020 | 78 | 79.6% |
| Did in 2019 but not planning for 2020 | 2 | 2.0% |
| Did not in 2019 and not planned for 2020 | 10 | 10.2% |
| Did not in 2019 but planning for 2020 | 8 | 8.2% |

Approximately how many jobs were listed with your chapter in the past year? (n=80)

| | Count | Percentage of Sample Answered |
|-------------|--------------|--------------------------------------|
| 0–10 | 46 | 57.5% |
| 11–40 | 27 | 33.8% |
| 41–100 | 4 | 5.0% |
| 100 or more | 3 | 3.8% |

In 2019, did your chapter have a CPLP study group? (n=94)

| | Count | Percentage of Sample Answered |
|--|--------------|--------------------------------------|
| Did in 2019 and planning for 2020 | 16 | 17.0% |
| Did in 2019 but not planning for 2020 | 3 | 3.2% |
| Did not in 2019 and not planned for 2020 | 49 | 52.1% |
| Did not in 2019 but planning for 2020 | 26 | 27.7% |

With regard to CPLP, which of these does your chapter do? (n=98)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Promote the benefits and value of CPLP certification | 72 | 73.5% |
| Recognize CPLP-certified chapter members | 59 | 60.2% |
| Facilitate a study group using the ATD Learning System | 11 | 11.2% |
| Offer an in-person CPLP study group | 5 | 5.1% |
| Offer a virtual CPLP study group | 13 | 13.3% |
| None of the above | 17 | 17.3% |
| Other | 6 | 6.1% |

How many in-person study groups does your chapter run in a calendar year? (n=5)

| | Count | Percentage of Sample Answered |
|---|-------|-------------------------------|
| 1 | 3 | 60.0% |
| 2 | 1 | 20.0% |
| 3 | 1 | 20.0% |

What is the average number of participants per in-person study group? (n=5)

| | Count | % Sample Answered |
|-----------|-------|-------------------|
| 0 | 1 | 20.0% |
| 1-2 | 1 | 20.0% |
| 3-4 | 2 | 40.0% |
| 5 or More | 1 | 20.0% |

Does the chapter charge a fee to participate in an in-person study group? (n=5)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 0 | 0.0% |
| No | 5 | 100.0% |

How many virtual study groups does your chapter run in a calendar year? (n=16)

| | Count | Percentage of Sample Answered |
|-----------|-------|-------------------------------|
| 0 | 4 | 25.0% |
| 1 | 4 | 25.0% |
| 2 | 6 | 37.5% |
| 3 | 0 | 0.0% |
| 4 | 1 | 6.3% |
| 5 or More | 1 | 6.3% |

What is the average number of participants per virtual study group? (n=15)

| | Count | % Sample Answered |
|--|-------|-------------------|
|--|-------|-------------------|

| | | |
|------------|---|-------|
| 0–5 | 8 | 53.3% |
| 6–10 | 2 | 13.3% |
| 11–15 | 4 | 26.7% |
| 16 or More | 1 | 6.7% |

Does your chapter charge to participate in a virtual study group? (n=16)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 4 | 25.0% |
| No | 12 | 75.0% |

How much does your chapter charge a member to participate in a virtual study group? (n=4)

| | Count | Percentage of Sample Answered |
|-----------|-------|-------------------------------|
| Free | 1 | 25.0% |
| \$25–\$50 | 3 | 75.0% |

How much does your chapter charge a nonmember to participate in a virtual study group? (n=3)

| | Count | Percentage of Sample Answered |
|-----------|-------|-------------------------------|
| \$10–\$49 | 0 | 0.0% |
| \$50+ | 4 | 100.0% |

With regard to APTD, which of these does your chapter do? (n=11)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Promote the benefits and value of APTD certification | 8 | 72.7% |
| Recognize APTD certified chapter members | 4 | 36.4% |
| Facilitate a study group using the ATD Learning System | 3 | 27.3% |
| Offer an in-person APTD study group | 0 | 0.0% |
| Offer a virtual APTD study group | 3 | 27.3% |
| None of the above | 2 | 18.2% |

How many virtual study groups does your chapter run in a calendar year? (n=3)

| | Count | Percentage of Sample Answered |
|---|-------|-------------------------------|
| 1 | 2 | 66.7% |
| 2 | 1 | 33.3% |

What is the average number of participants per virtual study group? (n=3)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
|--|-------|-------------------------------|

| | | |
|------------|---|-------|
| 1–4 | 1 | 33.3% |
| 5–10 | 1 | 33.3% |
| 11 or more | 1 | 33.3% |

Does your chapter charge to participate in a virtual study group? (n=3)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 1 | 33.3% |
| No | 2 | 66.7% |

How much does your chapter charge a member to participate in a virtual study group? (n=3)

| | Count | Percentage of Sample Answered |
|------|-------|-------------------------------|
| Free | 3 | 100.0% |

How much does your chapter charge a nonmember to participate in a virtual study group? (n=2)

| | Count | Percentage of Sample Answered |
|-----------|-------|-------------------------------|
| \$10–\$49 | 1 | 50.0% |
| \$50+ | 1 | 50.0% |

What is the length of the program of the virtual study group? (n=3)

| | Count | Percentage of Sample Answered |
|------------------|-------|-------------------------------|
| 1–5 weeks | 2 | 66.7% |
| 6–10 weeks | 0 | 0.0% |
| 11 Weeks or More | 1 | 33.3% |

In 2019, did your chapter have any other special interest groups (SIGs)? (n=94)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Did in 2019 and planning for 2020 | 46 | 48.9% |
| Did in 2019 but not planning for 2020 | 2 | 2.1% |
| Did not in 2019 and not planned for 2020 | 29 | 30.9% |
| Did not in 2019 but planning for 2020 | 17 | 18.1% |

Does your chapter currently charge a fee to attend a SIG meeting? (n=49)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 16 | 32.7% |
| No | 33 | 67.3% |

In 2019, did your chapter have any geographic interest groups (GIGs)? (n=95)

| | Count | Percentage of Sample Answered |
|-----------------------------------|-------|-------------------------------|
| Did in 2019 and planning for 2020 | 16 | 16.8% |

| | | |
|--|----|-------|
| Did in 2019 but not planning for 2020 | 5 | 5.3% |
| Did not in 2019 and not planned for 2020 | 61 | 64.2% |
| Did not in 2019 but planning for 2020 | 13 | 13.7% |

Does your chapter currently charge a fee to attend a GIG meeting? (n=25)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 5 | 20.0% |
| No | 20 | 80.0% |

In 2019, did your chapter hold Employee Learning Week events or activities? (n=97)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
| Did in 2019 and planning for 2020 | 49 | 50.5% |
| Did in 2019 but not planning for 2020 | 1 | 1.0% |
| Did not in 2019 and not planned for 2020 | 15 | 15.5% |
| Did not in 2019 but planning for 2020 | 32 | 33.0% |

With regard to the ATD Competency Model, does your chapter (n=98)

| | Count | Percentage of Sample Answered |
|---|-------|-------------------------------|
| Promote the benefit and value of the model | 80 | 81.6% |
| Align programs with its contents | 94 | 95.9% |
| Use it to help develop members and leaders | 54 | 55.1% |
| Encourage chapter leaders and members to use it for career planning | 51 | 52.0% |
| None of the above | 3 | 3.1% |
| Other | 1 | 1.0% |

Which of the following does your chapter have? (n=98)

| | Count | Percentage of Sample Answered |
|-------------------|-------|-------------------------------|
| LinkedIn Group | 95 | 96.9% |
| Facebook Page | 85 | 86.7% |
| Twitter | 76 | 77.6% |
| Instagram | 22 | 22.4% |
| YouTube | 12 | 12.2% |
| Pinterest | 2 | 2.0% |
| Snapchat | 0 | 0.0% |
| None of the Above | 1 | 1.0% |
| Other | 6 | 6.1% |

When do your incoming board members **officially** begin their terms? (n=99)

| | Count | Percentage of Sample Answered |
|-------------------------------|-------|-------------------------------|
| First Quarter (January–March) | 89 | 89.9% |

| | | |
|-----------------------------------|---|------|
| Second Quarter (April–June) | 0 | 0.0% |
| Third Quarter (July–September) | 8 | 8.1% |
| Fourth Quarter (October–December) | 3 | 3.0% |

Does your chapter pay for ATD membership dues for one or more of your board members? (n=98)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 53 | 54.1% |
| No | 45 | 45.9% |

Does your chapter budget to send board members to the ATD Chapter Leaders Conference (ALC)? (n=99)

| | Count | Percentage of Sample Answered |
|-----|-------|-------------------------------|
| Yes | 87 | 87.9% |
| No | 12 | 12.1% |

If yes, how many chapter leaders are budgeted to attend ALC in 2020? (n=85)

| | Count | Percentage of Sample Answered |
|------------|-------|-------------------------------|
| 1–2 | 42 | 49.4% |
| 3–4 | 19 | 22.4% |
| 5–7 | 16 | 18.8% |
| 8–10 | 5 | 5.9% |
| 11 or More | 3 | 3.5% |

SECTION 5: ELEMENT ACHIEVEMENT DATA

1. ADMINISTRATIVE COMPONENT

1.1 The chapter's mission, vision, and bylaws align with those of ATD. Additionally, the chapter meets the ATD brand identity guidelines. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 98 | 100.0% |
| Nonachieved/Not Answered | 0 | 0.0% |

1.2 The chapter maintains written position descriptions for elected chapter board members. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 98 | 100.0% |
| Nonachieved/Not Answered | 0 | 0.0% |

1.3 The chapter members participate in the nomination and election of the chapter board. (n=98)

| | Count | Percentage of Sample Answered |
|--|-------|-------------------------------|
|--|-------|-------------------------------|

| | | |
|--------------------------|----|-------|
| Achieved | 95 | 96.9% |
| Nonachieved/Not Answered | 3 | 3.1% |

- 1.4 The chapter created a 2020 operational plan that includes, but is not limited to, annual goals, communication/marketing strategy, recruitment and retention strategies, and succession planning strategy. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 97 | 99.0% |
| Nonachieved/Not Answered | 1 | 1.0% |

- 1.5 The chapter submitted a 2020 board roster in Excel format with CARE submission and updates ATD Chapter Services as changes occur. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 97 | 99.0% |
| Nonachieved/Not Answered | 1 | 1.0% |

- 1.6 The chapter submitted a 2019 membership roster in Excel format to ATD Chapter Services with CARE submission. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 98 | 100.0% |
| Nonachieved/Not Answered | 0 | 0.0% |

- 1.7 The chapter board meets at least once per quarter and makes meeting minutes available to members. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 97 | 99.0% |
| Nonachieved/Not Answered | 1 | 1.0% |

- 1.8 The chapter board completed a risk management assessment. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 93 | 94.9% |
| Nonachieved/Not Answered | 5 | 5.1% |

2. FINANCIAL COMPONENT

- 2.1 The chapter complies with federal and state reporting requirements. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 98 | 100.0% |
| Nonachieved/Not Answered | 0 | 0.0% |

- 2.2 The chapter board develops and approves an annual operating budget and makes it available to members. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 96 | 98.0% |
| Nonachieved/Not Answered | 2 | 2.0% |

- 2.3 The chapter board ensures an annual internal or external financial review is completed by an individual or group not directly responsible for the management of the chapter's finances. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 95 | 96.9% |
| Nonachieved/Not answered | 3 | 3.1% |

3. MEMBERSHIP COMPONENT

- 3.1 The chapter board assesses its members' needs and satisfaction levels at least once per year. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 96 | 98.0% |
| Nonachieved/Not Answered | 2 | 2.0% |

- 3.2 The chapter achieved minimum joint chapter/ATD membership of 35 percent and 20 joint members by December 31, 2019. Also, the chapter completed 10 joint membership activities of the chapter's choice. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 80 | 81.6% |
| Nonachieved/Not Answered | 18 | 18.4% |

4. PROFESSIONAL DEVELOPMENT COMPONENT

- 4.1 The chapter board members maintain joint chapter/national membership and participate in annual chapter and national leadership development opportunities. (n=98)

| | Count | Percentage Sample Answered |
|--------------------------|-------|----------------------------|
| Achieved | 95 | 96.9% |
| Nonachieved/Not Answered | 3 | 3.1% |

- 4.2 The chapter provides at least six professional development activities per year for members. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 95 | 96.9% |
| Nonachieved/Not Answered | 3 | 3.1% |

5. COMMUNICATION COMPONENT

5.1 The chapter maintains a current website with up-to-date information. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 97 | 99.0% |
| Nonachieved/Not Answered | 1 | 1.0% |

5.2 The chapter disseminates a communication piece to members at least once per quarter that includes chapter and ATD programs and initiatives. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 96 | 98.0% |
| Nonachieved/Not Answered | 2 | 2.0% |

5.3 The chapter board produces and shares with members an annual report that includes, but is not limited to, membership numbers, financial performance, and progress toward annual goals. (n=98)

| | Count | Percentage of Sample Answered |
|--------------------------|-------|-------------------------------|
| Achieved | 92 | 93.9% |
| Nonachieved/Not Answered | 6 | 6.1% |

Chapter Comments on Missed Elements

Administrative: 1.1–1.8

- Did not have enough people willing and interested to serve on the board. As a board, we decided to appoint those who were willing to participate and add value.
- Due to chapter inactivity, the CARE requirement was not met.
- Risk assessment.
- We are looking into creating a risk assessment this year.
- We are re-evaluating the process in which we elect board members.
- We do not have a risk management plan. We do not submit board meeting notes to members. We talk about them at events.
- We have not had a fully engaged and active working board of directors this year.
- We missed including the risk assessment in our 2019 planning. It is now in our 2020 strategic operating plan.

Financial: 2.1–2.3

- In 2019 the chapter BoD was inactive, thus this requirement was not met.
- In 2020 the chapter will ensure the operating is available to members.
- We are a very small chapter with low revenue and expenses. Our accounting is extremely simple. We do not feel the expense of an external audit would be prudent. We conduct the audit annually using internal talent.

- We have had two people who have been working on the role of treasurer for six months (since July 2019), as the role is moving to a new person. The transition is just about complete. It will make sense to have an audit in another six months.
- We have not performed an internal audit of our books for the year 2019.
- We will be implementing an annual financial review in 2020.

Membership: 3.1–3.2

- Being a small chapter, its always hard to meet the joint membership requirements, particularly the 20 member minimum. However, we've seen an increase in student membership over the past year, and our hope is that we can continue making inroads in the universities to get both students and faculty as members. We're also planning more aggressive membership drives this year.
- Due to BoD inactivity during 2019, these requirements were not met. New BoD has been selected for 2020 with expectations to work on reaching these for 2020.
- During the year Power Membership dropped below 35 percent. We are reviewing additional benefits of power members such as discounted pricing and first access to promotions of the organization. We have seen a noticeable increase in Power Members since we changed to a glocalization focus talking about how National provides the structure and we provide the local experience as well. We hope to further leverage this method.
- In 2019 we did not reach a minimum of 20 joint members, nor was the ratio of joint members to regular members reach 35 percent.
- Our chapter was in a period of transition after our chapter president died unexpectedly. A previous president stepped in until a new president could be elected. We are just now getting back to normal operations and will work on these items this year.
- Our increase in membership was significant in 2019. We will promote the Power membership through the various communication channels and our website. Also, during quarterly business updates, we will educate members on the benefits of Power membership and the advantage of discounted local chapter membership.
- We are a small chapter. Most members or employers won't pay the fee required for National membership since they're paying for local membership.
- We continue to struggle with Power Memberships (35 percent). Some members prefer to be National members while others prefer to only be local chapter members. We will continue to promote the benefits of a Power Membership and will place a specific emphasis on Power Memberships during our next membership drive.
- We did not meet the 35 percent joint membership requirement in 2019. We were without a membership vice president for a majority of the year.
- We currently have an engaged membership vice president who is focused on joint membership and the board as a whole is more aware of the CARE requirement and our goals.
- We are working closely with ATD National to understand the reports and status tracking. Through research, I do believe if we had processed our board member membership in a more timely manner at the beginning of the year, we would have hit 33 percent, which is still short of the goal but much closer.
- We do not have 20 joint members.
- We have 17 joint members. We are a small chapter of 30 members, located only 50 miles from a much larger chapter with a captive membership in a metropolitan area (Denver), so maintaining 20 joint members is a significant challenge.

- We missed on the membership. We continue to focus on increasing membership, but in the area it is a hard sell for the joint membership. We will work to better tailor the message and practice audience focused communication to better explain the benefits of the joint membership.
- We talk about the benefits of the ATD National membership at every meeting.

Professional Development: 4.1–4.2

- Due to inactivity of the BoD during 2019, these requirements were not reached. Two events were done: one professional development activity in May 2019 and a group was created to attend the ATD International Conference & EXPO in 2019. A new BoD has been selected in January and will work on plan to reach these in 2020
- For 2019, the board did not maintain a national membership. Some members expressed they did not see the value in the National membership. Currently, we are evaluating our needs, as a chapter board, and how we can leverage the tools and support provided by National.
- Not all board members have a joint membership. We are partnering with a local organization for content and board members and they are not joint members.
- We did not offer six opportunities last year.
- We were only able to hold five events in 2019.

Communication: 5.1–5.3

- Due to inactivity of the BoD in 2019, these requirements were not met. A new BoD has been selected in January. The annual financial report was shared with the members who attended the general meeting.
- In 2020, we plan to share this information with our members.
- The president missed this detail and never produced or distributed such a report.
- We are planning to share an annual report with members in 2020.
- We do not have a fully engaged board of directors.
- We do not provide an annual report to members.

SECTION 6: CHAPTER ACTIVITIES

Membership Growth Activities Conducted by Chapters

- 2018: average 197 members. 2019: average 191 members.
- 2018–2019 program year was not great for us as we were rebooting the organization.
- 2019 membership increased slightly from 57 in December 2018 to 61 in December 2019. We peaked in April and July at 65 members and are currently working on how we retain existing members better so that increase can be sustained.
- 97 members last year and this year.
- A focus on membership this year.
- A slight increase in both **Power Members** and Chapter-Only members.
- A slight increase in membership was seen in 2019, which is no different from the past.
- Although the joint member reports shows us starting 2019 with the same number as ending 2019 (170), this does not reflect the 30 members of a corporate membership that we lost in 2019 that was not made up (an automotive group restructured their L&D department and released much of their staff).
- Anticipated that this would be a growing year as we started having consistent communications and programs, although we were only down by one.

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- As of December 31, 2018, ATD Maryland had 75 members. As of December 31, 2019, ATD Maryland had 65 members.
 - At the end of the year last year we changed our membership options and moved from a rolling membership to an annual membership, and we have had some technology challenges with the renewal process and confusion with our members. We are working with our members to help them understand the membership changes. We also do continue to see great participation in our monthly programs.
 - Board fatigue, industry challenges, Chapter value proposition.
 - By a few members: 2019, ranging between 285 and 319. January, 292. December, 302.
 - December 2018, we had 61 members. December 2019, we had 52.
 - Due to chapter inactivity during 2019, members did not renew and new members did not join.
 - Due to members registering to obtain a discount for an event that occurred in 2018 and not renewing their membership, the numbers decreased slightly.
 - During the fall conference we gained some corporate memberships.
 - End of year 2018 equaled 98 members; end of year 2019 equaled 132, for increase by 34 members.
 - Focusing on delivering high quality programs has led to an increase in our membership.
 - Historically, year-over-year, our membership stays the same.
 - In 2018, the chapter began measuring paid memberships. On December 31, 2018, the chapter had 182 paid members. On December 31, 2019, the chapter had 230 paid members. This represented an increase of 48 paid chapter members (or a 26.4 percent increase).
 - In 2019 we had a slight increase in membership. We had a couple corporate memberships and we were able to recruit some new members.
 - In 2019 we started with 250 members. One-hundred twenty-eight members renewed and we added 118 new members—a net decrease of four members. We are looking to address retention issues (for example, 86 members did not renew).
 - In 2019 we struggled with execution of marketing campaigns for our monthly events as well as membership drives based on board performance.
 - Increase in the average number.
 - Increased by nine members overall.
 - It was increased by one member.
 - It's possible our 2019 venue is less attractive to our members, so we're moving back to San Ramon to help increase more.
 - Lapsed members, attrition.
 - Last year we included individuals whose membership was due but hadn't renewed yet.
 - Loss of corporate-sponsored memberships.
 - Lost some basic members.
 - Membership decreased by 13.
 - Membership drive in 2019 led to increase. Additionally, super early bird prices for annual event in January 2020 also supported increase in members.
 - January 2019—116; December 2019—178. Total increase of 62 members.
 - Membership has been stagnant over the last year.
 - Membership increased with free programming.
 - Membership numbers increase from 109 in Q1 to 120 in Q4.
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- Multiple long-time members have retired or moved away. Many regular members can no longer leave work to attend meetings. Several memberships need to be renewed in December; reminder emails have been sent.
 - Net increase of 10 members between January 1, 2019 and January 1, 2020.
 - New members from our conference, Emerging Professionals Showcase, and our SIGs.
 - Our average, membership number increased by around 20 percent, from 78 in 2018 to 94 in 2019.
 - Our membership grew as a result of successful programming and new org members coming on line.
 - Our membership increased 9.8 percent from 488 active members at YE2018 to 536 active members at YE2019.
 - Our membership increased by one member from 2018 for a total increase of less than 1 percent.
 - Our membership increased from an average of 138 to an average of 168.
 - Our membership increased. We attribute that increase to aggressive marketing, using SoMe; relevant programming; and a well attended Atlanta Conference and Exposition, a one-day event in August 2019.
 - Our membership was stable throughout the year.
 - Per reporting purposes, the ATD Rocky Mountain chapter's active membership decreased by six members since December 31, 2018; however, this decrease can be attributed to approximately eight members in our database still being listed as active even though their membership had lapsed. The ATD RMC president and vice president of membership made a dedicated effort to review the membership roster throughout 2019 and are confident that the membership numbers and classifications are now accurate.
 - Quality programming and consistent membership orientations.
 - Reinvigorated and restructured member orientation and enhanced social media.
 - Retention efforts OK; looking to boost prospecting in new year.
 - SHRM
 - Since December 2018 we have increased our membership by 50 percent. We have a 72 percent retention rate.
 - The average membership number decreased in 2019.
 - The chapter grew 43 percent, from 200 to 285 members.
 - The chapter started with 359 members in January and ended with 318 members in December. The competition for time is a primary contributor especially in a city like New York, which offers a multitude of options.
 - The decrease by a few members is somewhat typical in the normal loss of renewals. We have also added members this past years and will have a continued and strengthened membership recruitment plan in 2020.
 - The organization started to focus on students as well as Power Members.
 - Throughout the year, membership numbers experienced an overall net increase.
 - Transition of board members from 2017–18 to 2019 was drastic and most completely disengaged, leaving us fledgling. A major aspect of our 2020 plan is to rebuild confidence and trust and regain visibility among our area.
 - We are continuing to see slight increases in membership and attendance at our monthly programs. We held a membership renewal drive in December and expect our numbers to increase with the renewals.
 - We began with 48 members in January 2019 and ended with 51 in December 2019.
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- We began with 66 and ended with 79.
- We continue to hover around 200 members.
- We ended 2018 with 141 active members. We ended 2019 with 293 active members. We DOUBLED our membership in 2019.
- We experienced a drop in total membership year to year, from 357 to 339 based on numbers as of December 31.
- We experienced a slight decrease in membership. We currently have 264 members as of December 31, 2019. Our membership as of December 31, 2018, was 288.
- We had 120 active members in 2018. As of December 31, 2019, that number increased to 171.
- We had a few members decide not to rejoin.
- We had a slight increase in numbers from 2018 to 2019, from 82 to 85 average members.
- We had an increase in corporate bundles, which increased our overall membership numbers
- We had several members leave the geographic area.
- We had three corporate groups of up to five not renew in 2019.
- We have experienced a decreasing trend in membership due to lack of attendance at events. As a board, we are strategically planning our 2020 year to increase engagement of existing members and encourage additional members to join.
- We increased them in a previous year to include all lunch and learns, which has been a positive move for us and grown chapter member engagement and attendance.
- We lost 12 paying members and gained 12 paying members, but we also updated some bundle members that were showing as active but really were not active, which made our overall membership decrease by five members.
- We replaced those that were not able to renew.
- We struggled with our programming this year and communication due to vacant board positions, and we believe that this contributed to the decrease in our membership.
- We sustained our membership and have plans to grow in 2020.
- We try to keep our membership affordable, especially because the cost of living is so high in Hawaii.
- We were able to increase our membership by using word of mouth from members and having excellent monthly events.
- We were more focused on providing great programming and the benefits of our chapter. The last couple of years we were focused on removing ourselves from tax problems. To be able to focus solely on programming was really beneficial for us.
- We've been holding steady for the last few years and do not expect to raise our dues.
- When the chapter switched to having national handle the chapter registration process, for a reason we have not been able to determine, the chapter database developed significant problems. Our membership plummeted and we are getting close but still building our way back to our historical average of 100 members.

Types of Conferences, Seminars, or Other Large Events Held by Chapters

- A joint session with Outward Bound in 2019
- A one-day conference with keynote speakers, exhibitors, and concurrent sessions
- A yearly networking event with approximately 50 people in attendance
- Annual CNY BEST Talent Development Awards ceremony
- Annual conference
- LEARN St. Louis annual conference

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- Annual Day of Learning conference: keynote speakers and three breakout sessions. This conference is held from 8 a.m.–4 p.m.
 - Rise Up (2019): an annual event of four speakers and networking. Vision. Focus. Future. (2020): five speakers and networking
 - Annual joint event with local SHRM association
 - Annual Learning Technologies & Design Day conference and Emerging Professionals Showcase and Demofest
 - Annual ROC ATD conference held in late October 2019 featured 13 presenters and facilitators. The conference was one day with a preconference workshop being held the day before the conference. The theme of the conference was the forces of change that are driving the evolution of talent development, work forces, and workplaces, and offer a perspective on how organizations should begin to respond to the new challenges unfolding. Today's learning practitioners have an unprecedented window of opportunity to shape what ultimately becomes the future of work.
 - ATD KC Fall Conference (September or October) and Excellence in Practice (March)
 - Daylong workshops in 2019 and 2020; Day of Learning, 2020
 - Fall conference two-day event: Day 1 features a keynote speaker, and Day 2 is related breakout sessions.
 - In November 2019 we hosted our annual one-day event called “The Learning Summit,” with two key note speakers and various breakout sessions.
 - In 2019, we held our 19th annual Southwest Learning Summit and our fifth annual ATD AXIS Awards.
 - In September 2019 we sponsored an e-learning conference. It was a partnership with ATD SCC, eLearning Guild, and Stamford Innovation Week. In the spring we will hold the Multigenerational Talent Development conference.
 - Learning and Performance Summit (LEAPS), an annual conference with keynote and breakout sessions.
 - Lumina Learning
 - Mini conferences are half day sessions focused on specific topics. In 2019 we held Mentoring as well as Effective Onboarding
 - Multiday learning events with industry thought leaders
 - New England Area Conference with all New England chapters
 - None for 2019
 - Once a year in June we hold our Learning Revolution: A Showcase of Ideas. We line up talent development experts from all areas of the community to showcase their work and projects. They are given 20 minutes to share with attendees. Attendees have the option to choose from seven concurrent mini sessions.
 - Our annual Power of Possibilities fall conference is a one-day event hosted in Cincinnati, with participants and sponsors attending from across Ohio. Programming includes a keynote speaker, multiple breakout sessions, various informal table talks, sponsor showcases, and a networking happy hour. Our 2019 included 199 attendees (paid and volunteers) with more than \$12,000 in sponsorships.
 - Our chapter participates in the annual ATD New England Area Conference (NEAC).
 - Panel discussion event with regional leaders in talent development
 - Professional Development Day in February. This is our annual conference where we have approximately 150 in attendance.
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- Regional conference, Trainer's Institute, various workshops
- Social Intelligence Certification: four-part series and one-day gamification certification
- Statewide conference that focuses on an aspect of the ATD Competency model. Last year we focused on coaching and the previous year we focused on instructional design.
- Technology showcase (one-day event)
- The chapter holds the annual Weekend in Learning and Development conference, which is a two-day conference with 10 concurrent speaker sessions that averages 50-60 participants.
- Two-day Arbinger Workshop
- We are part of the NE Chapters ATD Regional Conference. It is a one-day conference with multiple tracks and speakers.
- We brought in an out-of-town speaker and invited our members and guests to attend.
- We have an annual conference and roughly eight workshops/networking events per year.
- We have an annual conference and seminar in September every year.
- We held a Captivate and ADDIE workshop.
- We held an all-day winter conference with multiple presenters, food, and learning and networking opportunities.
- We held the Empower U conference that provided attendees the opportunity to empower themselves with an outward mindset and learn about how organizations are preparing to make changes to adapt to the fast-moving talent development world. We also had a vendor expo and networking experiences in addition to a pre-conference workshop presented by Arbinger.
- We hold a one-day chapter conference (2020 will be the fifth annual) with multiple tracks, opening and closing keynotes, and multiple vendors for an expo that attracted approximately 140 TD professionals.
- We hold a big holiday event in December.
- We hold daylong workshops (typically two to three per year).
- We hold the Atlanta Conference & Exposition (ACE) every year. This one-day conference includes a keynote speaker, more than 18 breakout sessions, a luncheon for senior learning leaders, and a panel of senior learner leaders.
- We hold the Leader in Learning conference. "The annual ATD Austin 2019 Leader in Learning Conference emerged from the Leaders in Learning Awards because of ATD Austin's commitment to excellence in talent development. The Leader in Learning conference is your opportunity to develop, connect with people offline, expand your network, and grow your brand faster!"
- We host two major events each year. We hold an annual technology conference focusing on learning technology and an annual general learning and development conference in the fall.
- We hosted our annual conference in Baton Rouge, Louisiana
- We hosted our November signature event with Kassie LaBorie
- We offered an executive panel discussion and a gamification certification program that were both successful.
- We typically hold two workshops each year and host the ATD Oklahoma Statewide Conference in odd-numbered years.
- Yearly regional conference with keynote speaker and breakout session.

Types of Community Services Events and Projects

- A learn-to-paint event where the proceeds were donated to charity.
- Our focus in 2020, with a small board, is to gain membership and hopefully convert to board support and event attendance.

- As part of the 2019 learning journey, ATD Hawai'i, in joint partnership with the Wai'anae Coast Comprehensive Health Center (WCCHC), presented an event called Community & Cheer, a community learning and service-focused event using our talent to make a difference in our community. ATD Hawai'i offered a two-hour career development workshop for community residents consisting of multiple mini workshops on topics such as resume writing, restarting your career, career assessment and alignment, stress management, starting your own business, and dressing on a budget for interviews. ATD Hawai'i volunteers also contributed by filling workshop facilitator, guest greeter, resume writing coach, resume printing specialist, community dinner server, tidying expert, aunty/kūpuna (senior citizen) aide, and floater roles.
- Career Exploration Day (two campuses)
- Clothing drive for Dress for Success, toy donation for Christmas for children of incarcerated parents, partnership with Sharing Tree thrift store, toiletry donation for incarcerated women
- CO ATD Loves Columbus: During our networking sessions we ask participants to donate to our selected organization for that meeting. We donated canned goods, socks, cleaning supplies, and items for Toys for Tots.
- Collaborated with local nonprofits and other professional groups to support their learning (including e-learning) and provided input as panel members to share information regarding talent development
- Collected food pantry donations at our December 2019 chapter social event for the River Food Pantry, Madison, Wisconsin. We're also exploring future project possibility with United Way about how our members can help with the local agency's training needs.
- Community service projects are planned for 2020.
- Currently looking for a community outreach volunteer (possibly a board position) who would drive this initiative.
- Emerging Leaders series (joint six-month series): the San Antonio Chapter of the Association for Talent Development partnered with Prospanica—San Antonio Chapter and Barbara Greene and Associates.
- Exceptional Foundation
- Food for Families food drive
- For the past two years, and to be continued in 2020, we sponsored a soft skills summit with the Midlands Education and Business Alliance, a conference for 10th grade students. Our members provide the content.
- Fundraising event in December: We collected food for the RI Food Bank and socks and gloves for Crossroads RI
- In 2019 we gathered school supplies at our events for a local school district in Detroit. We are planning to conduct a two-part volunteer effort in 2020 where we collect food for a local food bank in the spring/pre-summer months (the time where there is a high need but not as many food drives) and send members to volunteer at the food bank to help organize/sort food.
- In the past we have worked with our local children's zoo to staff a 1K children's run/walk
- Last year we participated in the Houston Arthritis Walk's 5K by sponsoring a team. We also held a collection drive for the Star of Hope, a local homeless shelter.
- Members of our board prepared and served a meal at Pillars Adult Warming Shelter this year
- Non-Profit Training Day, a one-day event with breakout sessions offered to nonprofit employees and volunteers at a cost designed just to cover our expenses. Sessions are facilitated by local speakers who donate their time and talents.

- Partnership with Greater Baton Rouge Food Bank to collect food items each month. Chapter hosted a volunteer day with the food bank to help pack and sort food items.
- School supplies for a local nonprofit organization
- Service projects related to member interest and board driven; local support for homes where families are cared for while their family member is fighting cancer
- Speaking at Western Illinois University and Blackhawk College for their HR students
- The chapter partners with the University of Central Florida's School of Instructional Design and Technology, making appearances for job fairs and graduate student conferences.
- The chapter provided a "Technology Forum" session within the community that targeted young adults and helped them to learn more about the job market and technology's role within the world of work. We also made monetary donations to Achieva and the Greater Pittsburgh Literacy Council.
- Toy for Tots–USMC and Food for Hungry Pets
- Partnered multiple times with Feed My Starving Children and have also done other give-back events
- We assist local nonprofits in finding consultants, trainers, and subject matter experts to donate their time to teaching related topics.
- We list and post job vacancies for regional employers regardless of ATDps membership status and at no charge to them.
- We participate as guest speakers for Strayer University Chesapeake's Coffee Connection quarterly career sessions.
- We partner with Habitat for Humanity. For six years we have provided facilitators for the computer basics class they offer to new homeowners. This past year, under the leadership of Neha Shingane, our vice president of community relations, we have expanded our offerings by gathering a group of instructional designers and creating more courses for H4H.
- We provide pro-bono coaching by members to our local United Way speakers bureau at campaign time.
- We provide quarterly community service projects for chapter and board members. We assisted multiple times with the 2nd Harvest Food Bank and also Promising Pages Organization.
- We regularly hold ATD University events, which are free training sessions designed for individuals who work in the nonprofit sector.
- We worked with a local community group to understand a current training need then sponsored an instructional design contest by our ISD members.

Membership Organization Partners Reported by Chapters

- After more than two years of planning, we will hold our first ATD Forte Regional Chapters Conference and Exposition on April 3, 2020 in partnership with ATD PHL, ATD Eastern PA, ATD Mid-New Jersey, ATD Northern New Jersey, and ATD Long Island
 - Appreciative Inquiry Community Jam
 - Arkansas HRMA, a joint meeting each year
 - ATD Central Oklahoma Chapter in planning and implementing the statewide conference and WorkWise to conduct a presentation workshop
 - Brazos Valley SHRM, joint professional development meetings
 - COCO: access to each other's events. Planning joint networking event. COCO includes SHRM.
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- Customer Experience Professionals Association: We conducted a joint event in May 2019 to bring our two organizations together under the common sphere of learning and talent development to deliver a exceptional customer experience.
- Fargo Moorhead Human Resource Association provided HR Certification credits for our mini conferences
- Fort Worth HR and Dallas ATD
- Have partnered with the MN Career Development Association and Carlson School of Management Executive education to partner by providing discounts to attend events for ATD-GTC members and provide SME support/speakers, from chapter membership.
- ICF
- In the past two years we have partnered with ATD Detroit and, more recently, Greater Toledo ATD for membership rate reciprocity. Then in 2019 we co-sponsored a webinar event prior to ELW. In the late summer we did a social event at a Detroit Tigers game and plan to continue this partnership into 2020. We are in talks with partnering with Michigan ISPI as well as the Society for Technical Communication in Southeastern Michigan.
- International Coach Federation (ICF): We partnered with our lunch & learns as well as the Emerging Leaders Series
- International Coaching Federation: We held at least one coordinated event and promoted on each other's websites
- International Federation of Coaching (IFC)
- Last year we began developing a partnership with ISPI (International Society for Performance Improvement). In these early stages it has amounted to us attending each other's chapter meetings. This year, as a result of Lakisha Brooks, our president-elect, we have begun a partnership with the NAAHR (National Association of African Americans In Human Resources). We plan to co-host events. We will do the same with our local SHRM chapter. We are exploring possibilities of partnering with Emory University and UGA Atlanta.
- Maryland Career Development Association: ATD Maryland sponsored a joint holiday networking event with MCDA. Project Management Institute (PMI), Southern Maryland: ATD Maryland is working with PMI, Southern Maryland to sponsor a one-day joint conference in May 2020 (Where Training Meets Project Management)
- National Speakers Association
- None last year but we have in previous years and will look for opportunities
- Northern New Jersey ATD, L&D of Greater Philadelphia (joint events that shared event announcements)
- Northland Human Resources Association
- OD in LA: joint meeting with members, nonmembers, and students. Pepperdine University: breakfast networking event. Talent Summit: networking event with five other professional organizations (ICF, OD in LA (add others).
- OneOC: We provide facilitators for their programs to nonprofit groups and created their volunteer sign-on e-learning and assisted with website guidance; on-going partnership in sharing locations and providing them with free seats to participate in Total Trainer program in return for allowing us to use their location for Board Meetings. ICF: We collaborated on a major event in bringing the coaching and learning as key components to building leadership programs. Our chair emeritus was their panelist and received great feedback. Webster University: In return for using their location, we allow them to advertise their classes with us. Ellevate and PIHRA OC: We collaborated for an annual event.

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- Organization Development Network Omaha Chapter, HRAM Nebraska: partnered with both to cross-promote programs and speakers
 - Peninsula SHRM
 - Raleigh International Coaching Federation (ICF) and Triangle OD Network (TODN): We hold a joint meeting once a year in the summer. We also list and offer discounts on each other's events throughout the year.
 - Rochester Area Chamber of Commerce, Disrupt HR ROC, SHRM, NHRA Rochester-area Chapters, Central NY TD Chapter: We have partners through participating in meetings and activities together and by inviting members of these groups to our major events. Our chapter president, Will Wallace, kept significant relationships with leaders of these group nurtured throughout the year.
 - SHRM
 - SHRM
 - SHRM & ISPI: We shared events with each other's organizations to help cross-communicate events and programs within the Charlotte community
 - SHRM Chattanooga
 - SHRM Long Island: They have added ATD Long Island to their event calendar, and we gave their members discounted attendance.
 - SHRM Memphis: annual joint event and promotion of partnership; dual membership focus
 - SHRM, networking, joint meetings
 - SHRM: combined chapter meeting and program
 - The Judge Group and D2L have sponsored events for us.
 - The Talent Development Co-Op which is an organization of SHRM, AZODN, ICF Total Compensation, came together to leverage alignments in engagement in the valley to further all of our members growth within the community.
 - We have partnered with the Houston Organizational Development Network (HODN), the Houston chapter of the International Coaching Federation (ICF), the Houston Chapter of the National Speakers Association(NSA) and the Texas Chapter of the Association of Change Management Professionals (ACMP). All of these groups are invited to our annual conference, and we hosted one joint meeting with ICF and a second joint meeting with HODN and ACMP.
 - We partner with Detroit SHRM and Michigan ISPI to cross-promote events. We also did joint activities with ATD Ann Arbor, ATD Toledo, and ATD Central Ohio, which includes a largely attended (more than 60 attendees) webinar about using Articulate products and a Detroit Tiger game networking event.
 - We partner with other local chapters to promote their events and offer the chapter member registration rate to any members of the other local chapters
 - We partner with the Greater Baton Rouge Society of Human Resource Management for our November membership meeting.
 - We partner with various orgs such as ICF WA, PNODN, Cascadia ATD, and SHRM to allow their members to attend many of our programs at a member rate. We do some cross promotion of events and have partnered with some do host events. We have worked with Learnapalooza to engage our members and their attendees by promoting their local conference. In addition, our board is encouraged to reach out to the boards of these groups to promote our chapter and learn about theirs.
 - We partnered with Portland SHRM and ODN to announce and promote our professional development events.
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- We partnered with the eLearning Guild. We shared speakers. We have provided resources and whatever we can to the ATD NEAC conference held in March.
- We partnered with the local Project Management Professionals in 2019. We've also done some joint marketing activities with the local SHRM chapter.
- We recently joined the MMAC (chamber) and are collaborating to create a talent development series. We also partner with SHRM and NAAHR on events.
- We've partnered with the Central Illinois SHRM to aid in planning their annual conference; specifically, on the speaker committee, we presented two speakers for nomination.
- WNYHRA has partnered with us to invite their membership to join ours at Signature Leadership event

Types of Special Interest Groups (SIGs) Reported by Chapters

- Articulate Storyline, Facilitator, and Adobe Captivate
- Best Practices for Internals
- Book Club and Talent Transition Network
- Career Connections, Coaching, Free Agent, Instructional Design, Government, and Leadership Development
- Career Development; Coaching; E-Learning; People Science; Talent Development Leaders
- Career Management and E-Learning
- Career Transitions, Learning Technologies, Group Facilitation, Feet on the Street: Local CPLP-led
- Coaching
- Coaching, Learning Leaders, Organizational Development
- Consultants' SIG, Instructional Design and E-Learning, and Storyline
- Corporate Learning and Development Council, Learning and Development—Consultants, Organizational Development, Leadership Development, and a student interest group
- Currently, we do not have SIGs
- E-Learning and Transition
- E-Learning Playgroup and Consultants
- E-Learning
- E-Learning SIG that meets six times per year
- E-Learning and OD
- E-Learning, Learning Trends and Innovation, and Training 101
- Facilitation, Storytelling
- Hofstra
- Networking (Seattle, Eastside), Small Training Team Interest Group, Broadcast Interest Group, CPLP Study Group
- L&OD, Consulting, People Analytics
- Leaders of Learning, Instructional Design, Storyline User Group, Stand-Up Trainer
- Leadership Development and Core 4
- Leadership Development, Leading and Developing Teams, Instructional Design, Learning Technologies
- Leadership and Technology
- Leadership, E-Learning
- Leadership, Technology, and Onboarding

- Learning Leaders, Technology
- Learning Technologies and Leadership
- Learning Technologies, Instructional Design, Consultants
- Measurement
- New to Talent Development (people with less than three years on the job); Media Club; Learning Technology; Coaching; Facilitation
- OD, Nonprofit Trainers
- Open Mic for Trainers, which allows talent development professionals to hone their skills with the help of peer input
- Organizational Development
- Organizational Development
- Organizational Development and Technology
- Professional Development
- Student, CPLP and APTD, Learn and Chat
- Talent Management
- Technology, Facilitation, Coaching
- Trainers SIG, Training Managers Meetup, Change Management/OD SIG, Technology SIG, BizSIG
- Training, Young Professionals, Coaching, Change Management
- We call our SIG's "Communities of Practice" and we have a community centered around instructional design, which is based in Baltimore (so also geographic). We are planning a similar group in another part of the state for 2020.
- Articulate Storyline Group
- Technology, careers, management, and Learning and Development
- We started the following 3 SIGs this year. They weren't highly successful, so we will try again in 2020 to get people more motivated and involved. eE-Learning Technology, Facilitation, and Leadership and Coaching

Chapter Activities to Support Employee Learning Week (ELW) in 2019

- Annual member appreciation breakfast; resources in our monthly newsletter
 - Three webinars by recognized speakers in the industry and a social media campaign on LinkedIn and Twitter [linkedin.com/feed/update/urn:li:activity:6602910997227327488/](https://www.linkedin.com/feed/update/urn:li:activity:6602910997227327488/)
 - Back to school/learning event
 - Collaborated with Goodwill to host a seminar on Learning at Work, which was attended by approximately 60 learners
 - During ELW we offered 4 free webinars (four) that included a local talent development professional. This person was interviewed by our vice president of programs to ask about the learning culture at their companies, how they support themselves, how they develop themselves (good reads, podcasts, and so on). These webinars were recorded and available for free for our members.
 - EB board members invited for picture with GA governor Brian Kemp
 - Emailed ELW materials to members and encouraged them to work with their employers to support ELW.
 - Employee Learning Week's Painting With a Twist fundraiser for charity; also held our Winter Social which included a learning program
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- Gathered resources from members and posted these to our member resources page. Then we developed and implemented a daily communications strategy. Each day focused on a specific topic while identifying the specific resources of those topics.
 - Held a breakfast meeting where members talked about what they did in their organization to help support ELW
 - Herc Rentals invited the chapter to visit their site and learn their strategy to align learning within their company.
 - Highlighted ATD National discounts
 - Highlighting Employee Learning on website with several pages devoted to employee learning awareness (ELA), employee learning ideas, and employee learning activities/champions of learning
 - Sending emails highlighting employee learning, including information on monthly ELA Ideas series, ELA information sessions, ELA committee hosted program, employee learning reminders, showcasing Employee Learning Week and champions of learning
 - Distributing employee learning promotional materials
 - Using employee learning logos on webpages, emails, and promotional material
 - Highlighting celebrating employee learning in email signature
 - Showcasing employee learning with LinkedIn postings and tweets
 - Holding CNY ATD LinkedIn group discussions highlighting employee learning, including monthly ELA Ideas series showcasing ideas for shining the spotlight on employee learning
 - Holding employee learning awareness information sessions
 - Holding the 2019 employee learning awareness program Personal Development for You and Your Organization
 - Showcasing champions of learning and their employee learning activities on webpage
 - Recognize employee learning and talent development excellence with the 12th annual CNY BEST Talent Development Program
 - CNY ATD Leadership Team supports shining the spotlight on employee learning
 - CNY ATD Membership Committee shines a spotlight on talent development
 - CNY ATD CNY BEST Committee recognizes excellence in talent development
 - CNY ATD Train the Trainer Committee creates awareness and promotes learning opportunities
 - CNY ATD Certifications Committee creates awareness and promotes learning opportunities, and recognizes certifications
 - CNY ATD Programs Committee creates awareness and promotes learning opportunities
 - CNY ATD Employee Learning Awareness Committee creates awareness of shining the spotlight on employee learning
 - CNY ATD Emerging Committee creates awareness and promotes learning opportunities
 - CNY ATD Scholarship Committee recognizes talent development professionals with scholarships
 - CNY ATD Virtual Opportunities Committee creates awareness and promotes learning opportunities through virtual means
 - Hosted a free career panel with local leaders to answer questions about their journeys and emerging trends and offer advice to members and guests.
 - Hosted a panel conversation with a variety of seniority in learning and development industry
 - Hosted share talent development resources for each day, hosted webinars, and filed a proclamation with the governor's office.
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- In addition to a GCATD webinar, we hosted a free networking event on for members and potential future members. The networking event served as a thank you to those in the talent development field for their commitment to employee growth and included a sharing of best practices from a local company that emphasizes employee development.
- Included the ELW 2019 logo with tagline in all our correspondence and mailers. Did a weeklong social media campaign on LinkedIn, Facebook and Twitter. Posted on homepage.
- Learning Week Event: Let's Talk About . . . Successfully Navigating Career Transitions
- Made learning resources available to members via our website and via email; encouraged participation in multiple organizations in Albuquerque; and had an official proclamation from Albuquerque's mayor declaring it Employee Learning Week
- Offered free webinar on the topic of becoming a learning consultant presented by Elaine Biech and Halelly Azulay: Going Solo? Realities and Rewards of Consulting
- Our board members were interviewed on camera about our favorite teaching/training methods and leadership methods. This was put into a great video and shared with our members
- Posting of promotional materials at member's workplaces.
- Posting on member website and presented at our meeting.
- Promote, communicate
- Promoted ELW and hosted the Storyline Workshop event
- Provided resources from our website
- Recognized the benefits of ATD local and National along with promotion of learning opportunities
- Sent communications on behalf of the chapter and offered chapter membership discount.
- Sent/highlighted information on social media
- Showcased the learning programs and strategies for El Centro, an organization that trains downtown San Antonio ambassadors to help visitors and tourists
- We advertised on social media continually and held a webinar Monday through Friday that week
- We discussed it at our meeting
- We had a successful winter networking event and also posted notices on our website about ELW and National's promotions
- We had the banner on our website. We included reference to it in our chapter emails. We held a panel presentation during ELW on the employee experience with some large local employers spoke about what they do for employee engagement.
- We held a chapter connections event to celebrate ELW. We also sent an email out to our membership as well as posted about it on social media.
- We held a jingle-n-mingle networking and holiday party with a charity component, sponsored by a new chapter sponsor. We collected food items for Metropolitan Ministries and toys went to a local charity.
- We held a networking social that was well attended and to promote learning gave away free L&D books to the attendees. We posted ELW information on our website as well.
- We hosted our annual AXIS Awards Gala, showcasing the talent development activities throughout the year by the winners and the impact they have had on their organizations.
- We hosted two webinars, a special interest group meeting on ATD's Certification Programs, and hosted our first annual Pinnacle Awards, which recognized companies that had demonstrated excellence in talent development.
- We leveraged social media and posted requests of our members to submit success stories that could be shared within our chapter network.

- We provided ELW information to members and their employers. Some employers held special events during ELW. We secured a governor's proclamation and a mayor's proclamation. We held a trainer throwdown to culminate ELW and celebrated our 70th anniversary with cake and transition of officers.
 - We publicized the event to our membership and solicited testimonials from participants about their successes. We also requested a governor's proclamation in recognition of the event.
 - We sent email notifications and announced at our monthly programs leading up to ELW. We included it in our pre-program slide show and our newsletter. We set up a website to display pictures of the sessions for those that participated.
 - We sent emails to members each day of the week highlighting available resources and fun training facts and held a webinar for members to attend free.
 - We submitted a proclamation to the State of Virginia to recognize Employee Learning Week and centered chapter social media blasts around the week.
 - We were going to hold a special program "Empowering Leaders of Distinction." It was canceled because of inclement weather.
 - Website page, governor's and mayor's proclamations, program to brainstorm ELW activities in local organizations, social media content, email marketing, newsletter
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