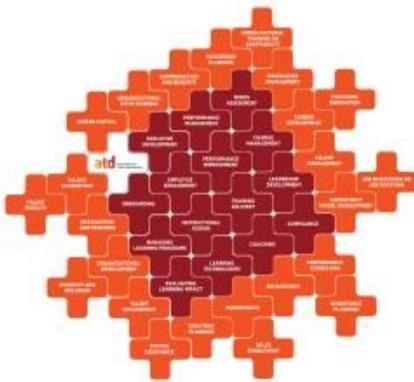


2017 Annual Report

2017 was a milestone year for CNY ATD. **We celebrated our 45th anniversary!**



We embraced **Talent Development** this year. While ATD continued to evolve from its name change in 2015, we integrated the concept this year. From showcasing the talent development puzzle, to incorporating talent development in words and discussions, to community awareness of the talent development transformation, we advanced the new role of our profession.



- The CNY BEST program changed its name this year from CNY BEST *Learning and Performance* to CNY BEST *Talent Development* to emphasize all the practices that fall within our profession.
- We held a program discussing the talent development evolution, how it reflects a new way of looking at our roles as talent development professionals, and how to help evaluate and define organization talent development structures.
- We conducted several outreaches within the community to generate awareness of the broadening of the talent development profession, including presentations at St John Fisher Executive Leadership Program and CNY SHRM's annual conference.
- And, we officially changed our domain address to cnyatd.org

We celebrated our 10th anniversary **CNY BEST Talent Development Program**, recognizing excellence in talent development at the historic Hotel Syracuse with a wonderful [news story](#) on the event in the Central New York Business Journal.



TECH SUMMIT We celebrated with a successful Learning and Technology Summit, a fun 45th Anniversary Empire Farm Brewery experience, and a full slate of other **professional development programs** covering change, onboarding, content curation, improv, 70:20:10 and microlearning.

Besides our public offerings, our nationally recognized **Train-the-Trainer** program garnered the interest of one local organization, going on-site to present skills development to that organization's many employees.



And, through our various activities, we had over 1,000 attendees throughout the year.

For 45 years, CNY ATD has existed because of our **members**. We ended the year with over 140 members, and high engagement and involvement.

- 85% of our members engaged in some way with the organization during the year
- 31% of our members are involved as volunteer committee members
- 48% of our members are Power Members enjoying the benefits of both local and national ATD memberships
- Over 25 individuals attended our CNY ATD Orientations



10+ And, as a 45th anniversary initiative, we introduced a **loyalty recognition** program to recognize our over 10 year+ members.

We had another strong year **financially** with a positive net income and positive cash balance.

CNY ATD received several **recognitions** in 2017

- ATD 100% CARE compliance (Chapter Affiliate Requirements)
- ATD Member Super Star (over 40% Power Members)
- CenterState CEO Economic Champion



We were also nationally recognized with an ATD **Chapter Excellence Award** for our **CNY ATD Scholarship Program** and asked to present at the ATD Chapter Leaders Conference on our Scholarship Program.

We awarded three CNY ATD **Scholarships** to talent development professionals pursuing their doctoral and bachelor degrees, and coaching certification. And, we raised over \$2,400 for the Scholarship Fund through contributions and the CNY BEST Silent Auction and Raffle.



We continue encouraging CNY organizations and individuals to **celebrate employee learning** and become Champions of Learning. Over 120 organizations and individuals were cited as CNY **Champions of Learning** for 2017, including two Champions of Learning training drawing sponsors.



The **Curation** Committee curated over 50 articles, information and discussions to facilitate the exploration of current and emerging tools, ideas and approaches to talent development.



We increased our connections, followers, postings/tweets and engagements on **LinkedIn** and **Twitter**.



We increased the number of job and contractor opportunity postings on our **Career Center**.



We created a **President Emeritus** role to strengthen the **leadership team** by engaging past presidents.

We started a **Virtual Opportunities Task Force** to research ideas and tools for developing the capability to hold and deliver high quality virtual programs.

We announced a **philanthropic community outreach** project with On Point for College to work with their students on presentation and networking skills.

We are proud of our achievements in 2017. We are proud of connecting talent development professionals in the CNY area while contributing to the growth and recognition of the profession for 45 years. And, we look forward to continued success by improving our current offerings while engaging in new initiatives.

We encourage all talent development professionals to become a part of CNY ATD in 2018. Participate in an activity. Join discussions on social media. Become a member. Get involved on a committee. Help us continue to be a strong and successful organization serving the needs of CNY's talent development professionals.