

2018 Annual Report

2018 was another exciting and successful year for CNY ATD!

We expanded our **virtual** presence, making it easier to become aware of and engage with CNY ATD, particularly for our geographically dispersed CNY talent development community:

- Using **Zoom** as our virtual platform for all committee and other meetings – it's been nice to visually engage with each other without having to travel
- Initiated the NEW **Learn@Lunch** virtual activity holding bi-monthly informal conversations with talent development peers around thought-provoking talent development topics – from your office, home or anywhere
- Increased our **Social Media** presence with over 300 postings on LinkedIn and Twitter, and over 1,000 likes, comments, retweets, etc. by talent development professionals and others
- Significant increase in those who are following, connecting and joining CNY ATD's **social media** accounts
- An increase in views and reviews of our website and emails that have become more **mobile friendly**



We were even nationally recognized with an ATD Sharing Our Success **recognition** for our virtual Leadership Team Onboarding – On Your Own best practice.

And, through our various virtual and in-person activities throughout the year, we had over 1,000 **attendees** at our over 150 activities from committee meetings to professional development programs.



Our 11th **Annual CNY BEST Talent Development Program** of recognizing excellence in talent development was another success with a wonderful news story on the event in the Central New York Business Journal.

Aligning with the ATD Competency Model, our **professional development programs**

- covered topics including evaluations, supervisor development, an inclusive workforce, compliance training, workforce development funding opportunities, social media and subject matter experts with expert presenters
- introduced ATD's stackable education offerings and new APTD (Associate Professional in Talent Development) certification at a career development program
- visited National Grid for this year's Learning Roadshow



Our nationally recognized **Train-the-Trainer** program was enhanced this year with the introduction of the NEW **CNY ATD Train-the-Trainer Scholarship** providing financial assistance to nonprofit organizations looking to develop their staff who educate an audience.



Along with awarding three **CNY ATD Train-the-Trainer Scholarships**, a **CNY ATD Scholarship** was awarded to a talent professional pursuing her APTD Certification. And, an additional \$2,200 was raised 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 100 organizations and individuals were cited as CNY Champions of Learning for 2018, including a Champions of Learning training drawing sponsor.





We **curated** over 30 articles, information and discussions to facilitate the exploration of current and emerging tools, ideas and approaches to talent development.

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



We saw an increase in talent development **referral and resource inquiries**, and added a NEW **Workforce Development Funding Opportunities** webpage providing information on organizations that assist talent development in possible funding opportunities.

As an organization, we had another strong year **financially** with a positive net income and positive cash balance.

And, we received several organization **recognitions** in 2018

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



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

- 82% of our members engaged in some way with the organization during the year
- Over 30% of our members were involved as **volunteer** committee members during the year
- over 50% of our members are Power Members enjoying the benefits of both local and national ATD memberships
- 23 individuals attended our CNY ATD Orientations



We are proud of our achievements in 2018. We are proud of meeting our mission of connecting talent development professionals in the CNY area while contributing to the growth and recognition of the profession. And, we look forward to continued success by strengthening our organization and 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.

