

2019 Annual Report

2019 was another exciting and successful year for CNY ATD!

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

- Increased number of attendees and use of video with our **virtual activities**
- Increased our **Social Media** presence with over 600 postings on LinkedIn and Twitter, and over 3,000 shares, likes, comments, retweets, etc. by talent development professionals and others, doubling and tripling our social media engagement
- Significant increase to over 1,600 who are now connected, members and followers of CNY ATD's **social media** accounts
- Initiated a **Social Media Champion of Learning Star** recognition for those who were actively engaged in CNY ATD's social media activities



Through our various virtual and in-person activities throughout the year, we had over 1,200 **attendees** at our close to 200 activities from committee meetings to professional development programs.



We were again nationally recognized with an ATD Chapter Excellence Award **recognition** for our long-standing **CNY BEST Talent Development Program** recognizing excellence in talent development in the CNY area.



Our **12th Annual CNY BEST Talent Development Awards Ceremony** 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** offered a nice mix of **PROGRAMS** topics, formats and presenters covering driving engagement, the science of learning, e-learning, sexual harassment training, internships/apprenticeships, professional development, along with our Learning Roadshow and the Take3 Online Mini-Conference.

Our highly rated, nationally recognized **CNY ATD Train-the-Trainer** program provided 25 professionals the skills to effectively educate an audience.



Two professionals received **CNY ATD Annual Scholarships** to pursue professional development in the talent development field, and three nonprofit staff members were awarded **CNY ATD Train-the-Trainer Scholarships**.

An additional \$2,000 was raised for the CNY ATD Scholarship Fund through contributions and the **CNY BEST Silent Auction and Raffle**.



We congratulated 3 CNY ATD members who became newly certified CPLPs and APTDs.



We recognized over 175 individuals and organizations as **CNY Champions of Learning** for highlighting employee learning and its important connection to achieving results. We initiated a **Social Media Champion of Learning Star** recognition for those who were actively engaged in CNY ATD's social media activities



We launched **TalentChat** conversations with the leaders and practitioners behind diverse talent development efforts in CNY organizations. We held 6 **Learn@Lunches** informal conversations covering talent development trends, e-learning, spaced learning, mentoring, virtual training and adaptive learning.



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





We listed over 100 **job and contractor opportunity postings** on our **Career Center**.

We saw an increase in talent development **referral and resource inquiries**, and expanded our **Resources** webpages.



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 2019

-  -- ATD Chapter Excellence Award
-  -- ATD 100% CARE compliance (Chapter Affiliation Requirements)
-  -- ATD Member Super Star
-  -- CenterState CEO Economic Champion



We attended ATD's Leaders Conference and presented on our nationally recognized Leadership Team Onboarding program.

For 45 years, CNY ATD has existed because of our **members**. We ended the year with over 110 members, and high engagement and involvement.

- High retention rate of 69%
- 84% of our members engaged in some way with the organization during the year
- Over 30% of our members were involved as **volunteer** committee members in our strengthened committees during the year
- Over 50% of our members are Power Members enjoying the benefits of both local and national ATD memberships



We are proud of our achievements in 2019. 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 2020.

- 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.

