

2020 Annual Report

Despite COVID and all its challenges, 2020 was another exciting and successful year for CNY ATD!

Virtual Opportunities

A Voyage through Virtual Training

Our virtual efforts over the past couple years were rewarded in 2020 when the world went virtual. Over the past couple years our **Virtual Opportunities Committee** had researched and implemented virtual for CNY ATD. Most of CNY ATD's activities had already gone virtual and the remainder of our activities switched to virtual in 2020. We doubled the number of virtual activities, quadrupled the number of attendees for virtual activities and saw an increase in engagement from our geographically dispersed region.

The committee was ready when our community needed assistance with virtual. With the **Voyage through Virtual Training Conference** and numerous inquiries for information and assistance, CNY ATD provided virtual education, information, resources and assistance to many in the CNY community. CNY ATD will continue its virtual awareness and assistance efforts into 2021.

Our virtual presence with **Social Media** saw significant increases expanding the awareness of and engagement with CNY ATD

- Over 2,500 talent development professionals and others are now connected, members and followers of CNY ATD's **social media** accounts
- Over 850 postings on LinkedIn and Twitter with over 3,800 shares, likes, comments, retweets, etc.
- Increased the number of **Social Media Champion of Learning Star** recognitions for those who were actively engaged in CNY ATD's social media activities by over 40%



Through our various activities throughout the year, we had close to 1,000 attendees at our over 150 activities from committee meetings to professional development programs.



Our **Employee Learning Awareness** program was nationally recognized with an ATD Chapter Excellence Award for its broadened scope and efforts to highlight employee learning throughout the year. In 2020, over 140 organizations and individuals were recognized as **CNY Champions of Learning** for highlighting employee learning and its important connection to achieving results.



For this pandemic year, our **CNY BEST Talent Development Program** recognized excellence in talent development with CNY BEST Resilience Nominees and Awards. And, our virtual **13th Annual CNY BEST Talent Development Awards Ceremony** was another success.



CNY atd PROGRAMS

Aligning with the new ATD Talent Development Capability Model, our **professional development programs** offered a nice mix of topics, formats, presenters/facilitators, discussions and virtual engagement covering coaching, communication, collaboration, the science of learning, social organizations, talent development capabilities and A Voyage through Virtual Training Conference.

Our highly rated, nationally recognized **CNY ATD Train-the-Trainer** program went virtual this year providing professionals the skills to effectively educate an audience while being immersed in a virtual training environment.



CNY atd Scholarship

We continued to encourage and support professional development and continuing education in the field of talent development with 1 **CNY Talent Development Scholarship**, 1 **CNY ATD Programs Scholarship** to attend A Voyage through Virtual Training Conference and 3 **CNY ATD Train-the-Trainer Scholarships** for nonprofit staff to attend the CNY ATD Train-the-Trainer Program.

We held **Learn@Lunch** informal conversations around talent development topics covering time management, the future workforce, change, virtual facilitation, the fifth discipline and wellbeing.



TalentChat We continued our **TalentChat** audio series conversations with leaders and practitioners behind diverse talent development efforts in CNY organizations.

We **curated** over 30 articles, information and discussions to facilitate the exploration of current and emerging tools, ideas and approaches to talent development. We added the curation of getAbstract abstracts as a special benefit to CNY ATD members.



APTD  **cptd**  **CERTIFIED PROFESSIONAL IN TALENT DEVELOPMENT ATD-CERTIFICATION INSTITUTE** We congratulated 1 CNY ATD members who became a newly certified CPTD. We introduced the new ATD Talent Development Capability Model and revised CPTD program.

We substantially increased the **job and contractor postings** on our **Career Center** to cover more talent development related opportunities. 



We saw an increase in talent development inquiries and referrals, many regarding virtual information and assistance.

Despite an uncertain year with cancellations and rescheduling of activities, we ended the year **financially strong** with a positive net income and positive cash balance.

And, we received several organization **recognitions** in 2020



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



For over 45 years, CNY ATD has existed because of our **members**.



We ended the year with over 100 members, and high engagement and involvement.

- 14 members are loyal over 10+ year members
- We have a high retention rate of 71%
- 84% of our members were engaged with the organization in some way during the year
- Over 40% of our members were involved as **volunteer** committee members on our committees during the year
- Over 40% of our members are Power Members enjoying the benefits of both local and national ATD memberships



We are proud of our achievements in 2020. 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 continuing to provide activities and resources of value to the CNY talent development community.

We encourage all CNY talent development professionals to become a part of CNY ATD in 2021.

- **Participate in CNY ATD activities**
- **Join discussions on CNY ATD social media**
- **Become a CNY ATD member**
- **Get involved on a CNY ATD committee**

Help us continue to be a strong and successful organization serving the needs of CNY's talent development professionals.

