

## 2021 Annual Report

*2021 was another exciting and successful year for CNY ATD*

**Virtual was our strength!** We held over 200 interactive virtual activities from professional development programs to committee meetings with engagement by close to 1,500 attendees.

CNY ATD continued to provide virtual education, information, resources and assistance to the CNY community. We showcased and continued to improve our virtual engagements. We provided programs and various other activities that addressed various aspects of virtual. We introduced a new **Virtual Voyage Open Forum** activity in 2021 for informal discussions on traversing the world of virtual: to hear what's new, ask questions, discuss challenges, share experiences. get tips. etc.



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

- Over 3,700 talent development professionals and others are now connected, members and followers of CNY ATD's **social media** accounts
- Nearly 1,000 postings on LinkedIn and Twitter with close to 5,000 shares, likes, comments, retweets, etc.
- Over 20 CNY ATD members were recognized as **Social Media Champion of Learning Stars** for their active engagement in CNY ATD's social media activities



Our 14<sup>th</sup> Annual **CNY BEST Talent Development Program** was another success, recognizing excellence in talent development with CNY BEST Nominees and Awards, organization and member recognitions, and a 'Talent Development.... Your Super Power or Your Kryptonite?' keynote.

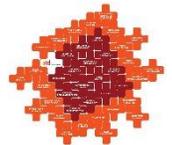


## CNY atd PROGRAMS

Our **professional development programs** offered a nice mix of topics, formats, presenters/facilitators, discussions and virtual engagement covering onboarding, meetings, storytelling, work/life balance, problem solving and diversity, equity and inclusion. Several programs addressed various aspects of virtual.



Along with aligning our programs with the ATD Talent Development Capability Model, we continued our exploration of the new ATD Talent Development Capability Model and revisited and reviewed the ATD Talent Development Puzzle in 2 professional development programs.



We held 4 public and private programs of our highly rated, nationally recognized **CNY ATD Train-the-Trainer** program providing professionals the skills to effectively educate an audience while being immersed in a virtual training environment.



Our **Employee Learning Awareness** program continued its broadened scope and efforts to highlight employee learning throughout the year. In 2021, over 135 organizations and individuals were recognized as **CNY Champions of Learning** for highlighting employee learning and its important connection to achieving results.



We introduced a new informal **Coffee Chat** activity in 2021, a Meet Your Peeps to socialize, share stories/experiences, discuss issues, explore challenges and learn from each other.

We held **Learn@Lunch** informal conversations around talent development topics covering knowledge management, reskilling and upskilling, data visualization, graphic tools and some post-pandemic aspects of the work and virtual world.



We continued our **TalentChat** audio series conversations with 2 conversations with leaders and practitioners behind diverse talent development efforts in CNY organizations.

We **curated** over 25 articles, information and discussions to facilitate the exploration of current and emerging tools, ideas and approaches to talent development including specific getAbstract abstracts as a special benefit to CNY ATD members.



We continued to encourage and support professional development and continuing education in the field of talent development with 1 **CNY Talent Development Scholarship** and 2 **CNY ATD Train-the-Trainer Scholarships** for nonprofit staff to attend the CNY ATD Train-the-Trainer Program.

We congratulated 2 **newly certified CPTDs** bringing to 7 the number of CNY ATD members who have achieved certification and are available as CNY ATD Certification Coaches to respond to inquiries about certification and to assist CNY ATD members in their pursuit of certification.



We continued responding to talent development **inquiries** covering many aspects of talent development from information and resources to referrals.

We continued to increase the **job and contractor postings** on our **Career Center** covering varied talent development related opportunities.



And, several CNY ATD and CNY ATD member **recognitions** were received in 2021:



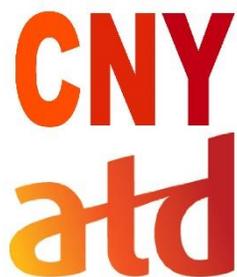
CNY ATD achieved 100% CARE compliance (Chapter Affiliate Requirements) from ATD. ATD also recognized CNY ATD as going above and beyond the CARE requirement with exceptional operations and benefits to the local talent development community.

**up & coming**

CNY ATD was proud to nominate 2 CNY ATD members who were recognized with ATD Up & Coming and CNY 40 under Forty awards.



As CNY ATD moves into its **50<sup>th</sup> Anniversary** year, we continue to celebrate our strengths and successes.



- We ended the year **financially** strong with a positive net income and positive cash balance.
- We ended the year with over 130 members representing 76 organizations.

Our members are highly engaged and involved:

- 20 members are loyal over 10+ year members
- Our member retention rate is 82%
- 80% of our members were engaged with the organization in some way during the year
- 37% of our members were involved as **volunteer** committee members on our various 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 2021. 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 as we celebrate our **50<sup>th</sup> Anniversary**.



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 robust organization serving the needs of CNY's talent development professionals.

