# Annual Report 2020
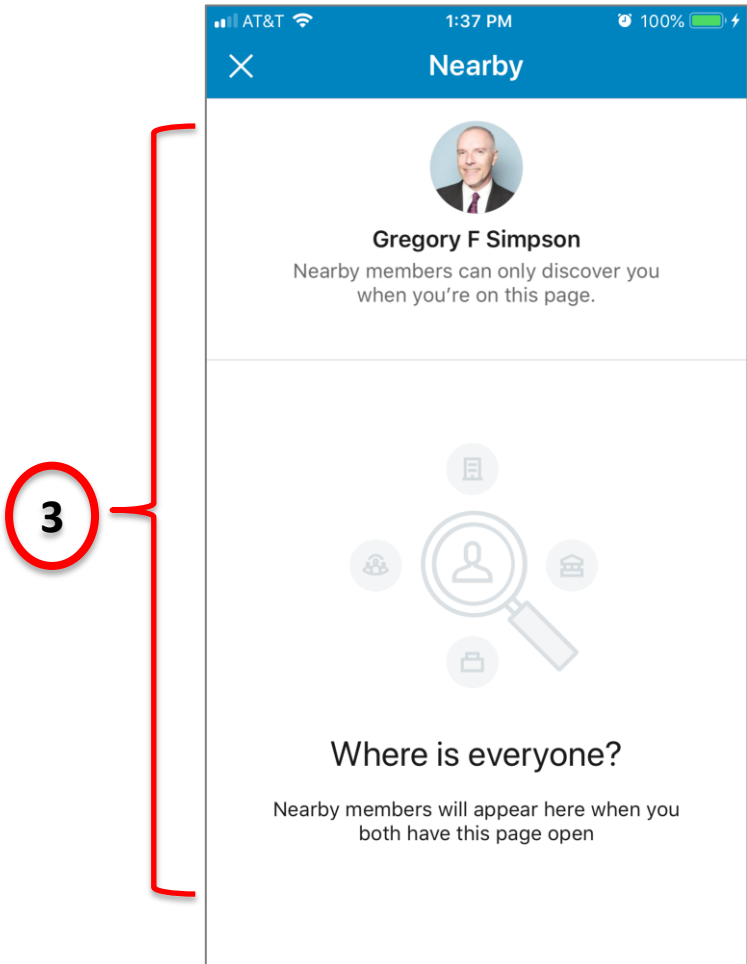
# Making Connections!
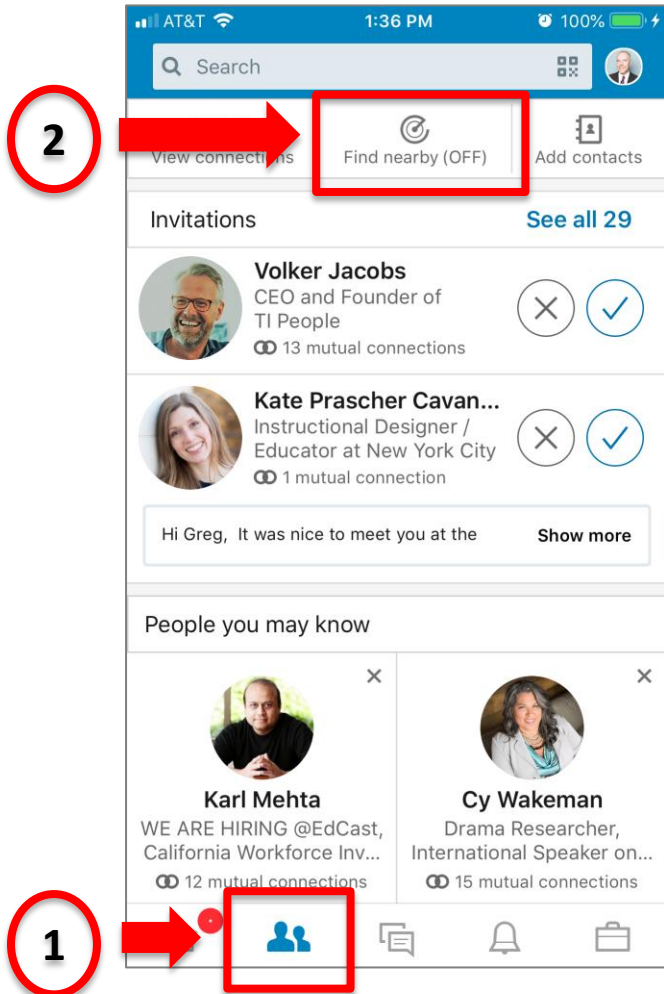
# Update Your ATD NYC Profile



| | |
|---|---|
| 1 | |
| 2 | Prefix |
| 3 | **First name** |
| 4 | Middle Name |
| 5 | **Last name** |
| 6 | Suffix |
| 7 | Profile picture |
| 8 | Title |
| 9 | Organization/Company |
| 10 | **Primary Address Line 1** |
| 11 | Primary Address Line 2 |
| 12 | **Primary City** |
| 13 | **Primary State** |
| 14 | **Primary Zip** |
| 15 | **Primary Country** |
| 16 | Secondary Address Line 1 |
| 17 | Secondary Address Line 2 |
| 18 | Secondary City |
| 19 | Secondary State |
| 20 | Secondary Zip Code |
| 21 | Secondary Country |
| 22 | **Email** |
| 23 | Alternate Email |
| 24 | **Primary Phone** |
| 25 | Secondary Phone |
| 26 | Personal Website |
| 27 | **LinkedIn** |
| 28 | Twitter |
| 29 | Facebook |
| 30 | Instagram |
| 31 | How did you hear about us? |
| 32 | If you were referred by whom? |
| 33 | I'm interested in volunteering with ATDNYC |
| 34 | **Your Field/Industry** |
| 35 | **Your Areas of Expertise** |

**NEW YORK CITY CHAPTER**
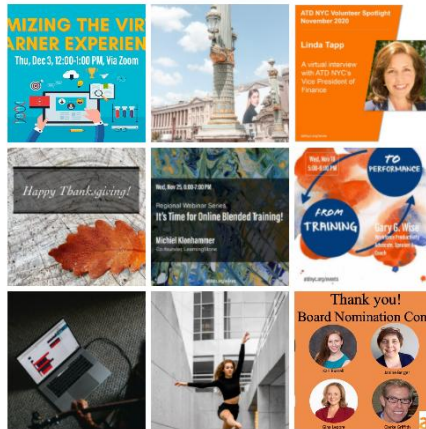Association for Talent Development

HOME  ABOUT US ►  NEWS  SUBSCRIBE  JOIN US  EVENTS  SIGS ►  MEMBERS ▼  VOLUNTEER  TD BOOK CLUB  CONTACT

**1**

KNOWLEDGE CENTER

MENTORSHIP PROGRAM

TRAINING RESOURCES

DIRECTORY

**WELCOME TO ATD NYC!**

We develop you,

**Upcoming Events**

ATD NYC Annual Event | + Networking Event
**12/16/2020 5:30 PM | Zoom Meeting**

MEMBERS ►  VOLUNTEER  TD BOOK CLUB  CONTACT

**DIRECTORY**

Join us

**LinkedIn:** not empty
**Your Areas of Expertise:** any of selected "Career Development, Change Management, Coaching, Consulting, Evaluating Learning Impact, Instructional Design, Knowledge Management, Learning Technologies, Organizational Development, Performance Improvement, Talent Development, Talent Management, Training Delivery"

Edit search   Clear search

**2**

Search: [        ]   Found: **3**

**3**

| Name | LinkedIn | Field/Industry | Areas of Expertise |
|---|---|---|---|
| Evancie, Jane M. | https://www.linkedin.com/in/janeevancie | Government & Public Services: Government; State, Local & Education | Change Management |
| Lam, Jessalin | http://linkedin.com/in/jessalinlam | Technology, Media & Telecommunications | Career Development, Coaching, Consulting, Evaluating Learning Impact, Instructional Design, Learning Technologies, Talent Development, Training Delivery |
| Simpson, Gregory | https://www.linkedin.com/in/gregoryfsimpson/ | Consulting | Career Development, Change Management, Consulting, Organizational Development, Talent |

# Making Connections!

**Facebook**: /ATDNYC/

**Twitter**: @ATDNYC

**Instagram**: ATD_NYC

**LinkedIn Page**:   linkedin.com/company/12609605
**LinkedIn Group**: linkedin.com/groups/1087277

**YouTube**:
https://www.youtube.com/channel/UC36j699JzUd6hKhFAb9dG1Q

**Hashtag:** #atdnyc

**NEW YORK CITY CHAPTER**
Association for Talent Development

# Annual Report Contents

- **ATD NYC**
  - **Current Status**
    - **Membership**
    - **Finances**
  - **Events Recap**
  - **Chapter Upgrades**
- **ATD**
  - **ATD Store**
  - **Share Our Success**
  - **TD Magazine**
  - **Chapter Leaders Conference**
- **Special Thanks**
  - **Volunteers**
  - **Extended Leadership Team**
  - **2020 Board → 2021 Board**
  - **Sponsors**

**NEW YORK CITY CHAPTER**
Association for Talent Development

# Membership

## 241 ← 327

| Event Type | % of Total |
|---|---|
| Corporate | 8% |
| Individual | 80% |
| Sponsor | 1% |
| Student | 11% |

As of 12/1/2020

# Power Member Percentage



- National Goal: 50%

- Chapter Minimum Requirement: 35%

- Chapter Status: Highest Achieved was 41% in February 2020

# Chapter Finances

- **CHAR500** NYS Annual Filing for Charitable Organizations (filed)
- **Form 990-EZ** Return of Organization Exempt from Tax (filed)
- **Bylaws** updated
- 2019 **Audit**
- **Financially stable** (maintained account balance)

# # 2020 Events

# 68

| Event Type | Average Registrations | Average Attendees |
|---|---|---|
| Chapter Events | 56 | 31 |
| Regional Webinar Series | 84 | 41 |

**NEW YORK CITY CHAPTER**
Association for Talent Development

# Past Events Recap – January 2020

- Board of Directors Meeting – January

- **Sister Chapter Webinar**: AQ - The Science of Resilience featuring Lindsey Zajac

- **Chapter Event**: A Night at The Museum of Modern Art (**MoMA**)

- **Regional Webinar Series**: Preparing Today's Workforce for Tomorrow
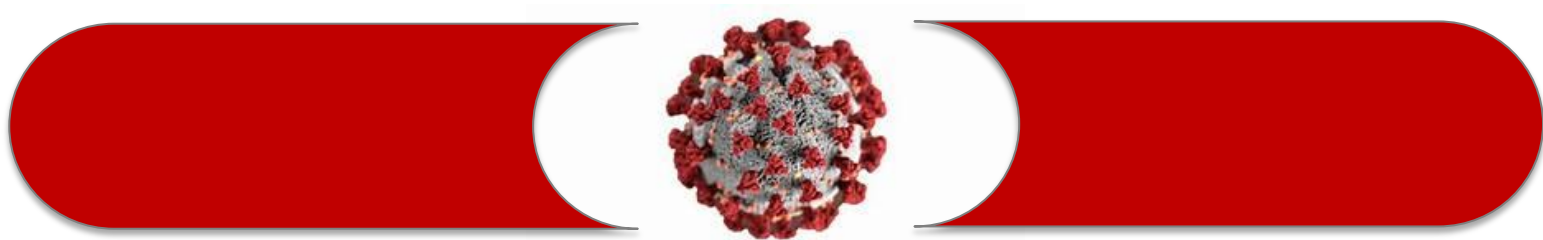
# Past Events Recap – February 2020

- Board of Directors Meeting – February

- **Sister Chapter Webinar**: **Talent Optimization** - Don't Text Me, Tell me to my face featuring Nick Ryberg

- **Regional Webinar Series**: **Story Design** in Real Life, from Analysis to Delivery

- **Performance Support SIG** Networking Event: Our Favorite Things

# Past Events Recap – March 2020

- **Chapter Event**: Leveraging the **Power of Visual Thinking**
- **Coaching SIG**: Neuroscience and Positive Psychology Coaching - How to Accelerate Change
- Board of Directors Meeting – March
- **Digital Learning SIG** (fka eLearning SIG) - New Era Kickoff

# Past Events Recap – March 2020

- **Chapter Event**: Leveraging the **Power of Visual Thinking**
- **Coaching SIG**: Neuroscience and Positive Psychology Coaching - How to Accelerate Change
- Board of Directors Meeting – March
- **Digital Learning SIG** (fka eLearning SIG) - New Era Kickoff

# Past Events Recap – March 2020

- **Chapter Event**: Leveraging the **Power of Visual Thinking**
- **Coaching SIG**: Neuroscience and Positive Psychology Coaching - How to Accelerate Change
- Board of Directors Meeting – March
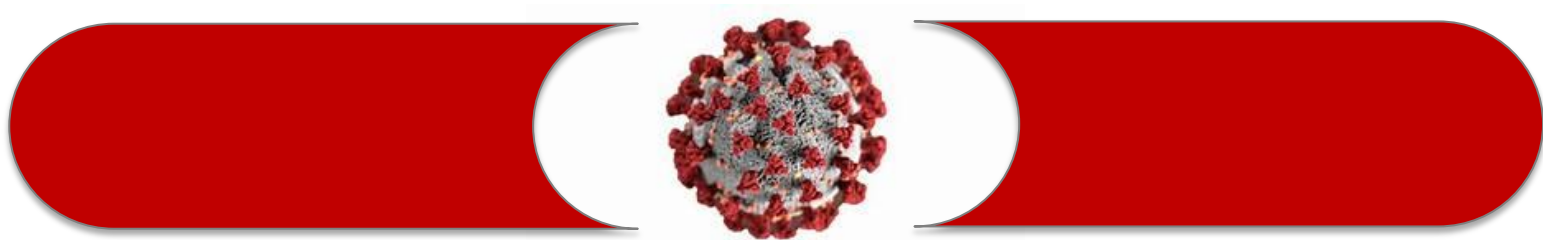- **Digital Learning SIG** (fka eLearning SIG) - New Era Kickoff

- **Chapter/SIG Workshop**: **People Analytics** In Action!
- **Regional Webinar Series**: **Evaluating AI Tools** for Hiring and Talent Development

# Past Events Recap – April 2020

- **ATD NYC VIRTUAL Learning Lab & Networking Event**: Stepping Out of Our Comfort Zones

- Board of Directors Meeting – April

- **ATD Forte Executive Webinar Series**: **JD Dillon**, Chief Learning Architect, Axonify Free Virtual Happy Hour!

- **ATD Forte Executive Webinar Series**: **Jeanine DeFalco, PhD**, Adaptive Research Scientist, CCDC-STTC Army Futures Command

- **ATD Forte Executive Webinar Series**: **Ruth Gotian, EdD, MS**, Assistant Dean for Mentoring & CLO in Anesthesiology, Weill Cornell Medicine

- **Regional Webinar Series**: **Sales Enablement**: Improving Sales Performance through Great Training VIRTUAL Learning Lab & Networking Event

- **\*\*FREE WEBINAR\*\* Developing Resilience** with Dale Carnegie

# Past Events Recap – May 2020

- **ATD Forte Executive Webinar Series**: **Michael Casale, PhD**, Chief Science Officer, STRIVR

- **ATD Forte Executive Webinar Series**: **Cameron Hedrick**, CLO, Citi

- KICKOFF of ATD NYC **Performance Support Community of Practice**

- Board of Directors Meeting – May

- **ATD Forte Executive Webinar Series**: **Stephanie Trotter**, Executive Coach, GSK

- **Coaching SIG Event**: Coaching in the Time of COVID-19

- **ATD Forte Executive Webinar Series**: **Matthew Kleinman, PhD**, VP Organizational Effectiveness & Work Science at Gartner

- ATD NYC **Performance Support Community of Practice**: Session 2

- **Chapter Event**: **Remote Facilitation Design** Workshop

- **Regional Webinar Series**: Smart Choices for **Digital Delivery**: VILT, Asynchronous e-Learning & Beyond

- **ATD Forte Executive Webinar Series**: **KC Blonski**, NA Corporate Learning and Government Solutions Lead for the American Management Association (AMA)

# Past Events Recap – June 2020

- **Chapter Event**: Model Meetings | a framework to level-up your meetings
- ATD NYC **Performance Support Community of Practice**: Session 3
- Board of Directors Meeting – June
- **Career Development SIG Event**: 10 Ways to Ensure Your Job Search and Career Survives a Pandemic
- **ATD Forte Executive Webinar Series**: Peter Mostachetti, Global Leader, Workforce Transformation at IBM
- ATD NYC **Performance Support Community of Practice**: Session 4
- **Regional Webinar Series**: Harnessing Community and Connection in Online Environments for Impact
- **ATD Forte Executive Webinar Series**: Todd Maddox, PhD, IKONA Health
- Volunteer Connection/Happy Hour - By Invitation

# Past Events Recap – July 2020

- **Chapter Event**: **The Science of Teamwork** (For the New World of Work)

- ATD NYC **Performance Support Community of Practice**: Session 5

- Board of Directors Meeting **–** July

- **Mentorship Pilot Program Kickoff** Webinar

- **ATD Forte Executive Webinar Series**: **Tij Nerurkar**, Cognizant Technology Solutions

- ATD NYC **Performance Support Community of Practice**: Session 6

- **Regional Webinar Series**: Master your **Digital Body Language**

# Past Events Recap – August 2020

- ATD NYC **Performance Support Community of Practice**: Session 7

- **Chapter Event**: Elevate Talent Development with the **Power of Mentor Networks**

- Board of Directors Meeting - August

- **ATD NYC People Analytics SIG**: An Intro to the **EEOC and EEO Analytics**

- **Regional Webinar Series**: **Unleash The Power of Your Team!**

# Past Events Recap – September 2020

- ATD NYC **Performance Support Community of Practice**: Session 8

- **Chapter Event**: The #1 thing you should be doing to **Future-Proof your business**

- Board of Directors Meeting - September

- ATD NYC **Performance Support Community of Practice**: Session 9

- ATD NYC **Performance Support Community of Practice**: Session 10

- ATD NYC **Performance Support Community of Practice**: Session 11

- **All SIG Social**: Not Your Mother's Happy Hour

- **Mid New Jersey ATD Chapter Technology Showcase 2020**

- **Regional Webinar Series**: "Instilling **Self-Accountability** in Yourself and Others"

# Past Events Recap – October 2020

- **Chapter Event**: Applying **Learning Science** to Elevate Talent Development
- Board of Directors Meeting - October
- **Chapter Book Club**: Meet the Author Charlie Gilkey | Start Finishing: How to Go from Idea to Done
- ATD NYC **People Analytics SIG** Social: **Data & Drinks Happy Hour**
- **Coaching SIG**: Using **Emotional Intelligence** as a Rudder to Move Us to the "New Normal"
- **Regional Webinar Series**: How to Show **Evidence of Learning Impact**

# Past Events Recap – November 2020

- **Chapter Event**: Digging into **Leadership Development** with a Combat Veteran and Former Special Agent

- Board of Directors Meeting – November

- **Volunteer Appreciation Celebration**

- **Regional Webinar Series**: It's time for **Online Blended Training**!

# Past Events Recap – December 2020

- **ATD Sister Chapter Event**: <span style="color:orange">**ATD-PHL Virtual Networking**</span> Event - About Networking

- Complimentary **Chapter Event**: Optimizing the <span style="color:orange">**Virtual Learner Experience**</span>

- Board of Directors Meeting – December

- <span style="color:orange">**ATD NYC Holiday Party 2020**</span>

- **Performance Support SIG**: Demystifying the <span style="color:orange">**Shift from Training to Performance**</span>: A Conversation with Gary Wise

- **Regional Webinar Series**: <span style="color:orange">**Why Learning Operations Matters**</span> & How You Can Put It Into Action Today

# Event Survey Results

**82%** - Useful to my career

**74%** - Met Expectations

**74%** - Satisfied with content

**81%** - Satisfied with format

**94% - Recommend ATD NYC**

Averages based on 2020 Chapter Event Surveys

**atd** NEW YORK CITY CHAPTER Association for Talent Development

# Upcoming Events- 2020

- **Dec 17** - **Performance Support SIG**: Demystifying the Shift from Training to Performance: A Conversation with Gary Wise

- **Dec 30** - **Regional Webinar Series**: Why Learning Operations Matters & How You Can Put It Into Action Today

# Upcoming Events - 2021

- **Jan 6** - **Complimentary Chapter Event**: VisuaLeadership Book Event with the Author


- **Jan 27** - **Regional Webinar Series**

# APTD – CPTD Recertification



ATD NYC Chapter programs are pre-approved by the ATD Certification Institute for continuing education credits towards recertification by Certified Professional in Talent Development (CPTD) and Associate Professional in Talent Development (APTD) credential holders.

# 2020 Chapter Upgrades

- Gained large chapter status (300+ members)
- ATD Forte / Regional Webinar Series / Sister Chapters
- Volunteer Spotlight launched
- March 2020 – extended all memberships by 3 months
- In Transition membership level - $50/6 months (once)
- Student Membership lowered from $50 to $25
- Further integration with the ATD Store
- APTD – CPTD Recertification credits
- Performance Support Community of Practice formed
- Mentorship Program Pilot launched
- Bylaws update (External Audit requirements)
- Learning Innovation SIG launched
- Updated our Digital Badges

# Annual Member Survey
# Dec 2 – 11, 2020

Open rate: **35%**

Clicks: **6%**

Completions: **5%**

Full survey results will be posted in our **News** section and reviewed by the Board at their January 2021 meeting.

**atd** NEW YORK CITY CHAPTER
Association for Talent Development

# Annual Member Survey Highlights

- Top reasons joined ATD NYC
  - 50% Networking
  - 33% Develop/Enhance Skills and Knowledge
- 67% pay for their own membership
- 89% prefer to meet after work hours
- 94% prefer email communications
- 100% say ATD NYC leadership is open to suggestions and feedback.

**atd** NEW YORK CITY CHAPTER Association for Talent Development

# Annual Member Survey
# Net Promoter Score

**ATD NYC Net Promoter Score = 55.5%**

$$\left[\frac{\text{Number of Promoter Scores}}{\text{Total Number of Respondents}}\right] - \left[\frac{\text{Number of Detractor Scores}}{\text{Total Number of Respondents}}\right]$$

**What does that mean?**

Key findings from Forrester's 2020 Net Promoter Benchmark:

- In Forrester's survey, 250 brands in 14 industries had Net Promoter Scores that ranged from -35 to 59.

**NEW YORK CITY CHAPTER**
Association for
Talent Development

# ATD Store on TD.org

- Phase II – no manual uploads
- Purchase ATD NYC memberships
- Sync ATD National and ATD NYC memberships
- Income from Chapter Incentive Program (ChIP) Code: CH1026

  Q1: $195.00  Q2: $514.18  Q3: $60.00  Q4: TBD

  **$769.18 YTD**

NEW YORK CITY CHAPTER
Association for Talent Development

# Share Our Success (SOS) Submissions

- **Recognizing Chapter Volunteers with Digital Badges**
- **Connecting Our Community via LinkedIn**
- **Using Associate Vice President (AVP) to Attract Volunteers and Succession Planning**
- **Partnering with Regional Sister Chapters to Expand Programming**
- Performance Support Community of Practice (paused)

# ATD Publications

## ATD Links

**ATD NYC Member Sarah Sprott has been authoring articles for ATD Links since 2019. You can find them here:  https://www.td.org/user/content/SarahSprott**



*ATD Links* is a twice-monthly e-newsletter for association members. Each issue includes In Practice articles—pragmatic discussions of how members are applying learning and performance concepts in the field—plus updates on new ATD products and services, news about the association, and occasional interviews.

## TD Magazine
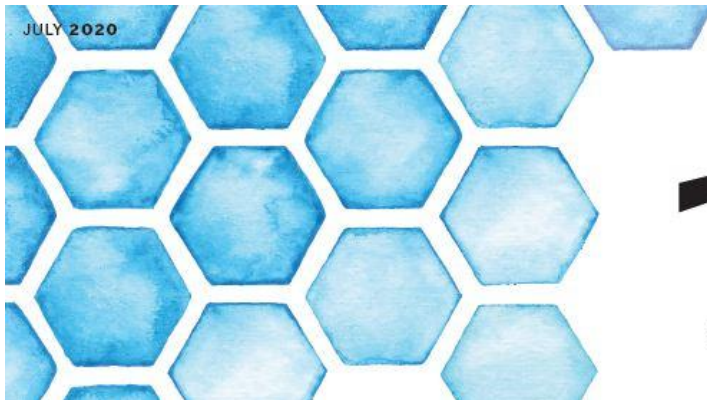


**July 2020 Issue**
**Improve Processes with Internal Talent and a Solid Plan**

**- Rosemary Okoiti**

# Chapter Leaders Conference (ALC)

2020/2021 Board members that attended ALC (virtual) on October 8-9:

- Gabrielle Bayme
- Lindsay Fletcher
- Jill Greenbaum
- Jessalin Lam
- Rosemary Okoiti
- Greg Simpson
- Luba Trost

**atd** NEW YORK CITY CHAPTER
Association for Talent Development

# Chapter Leaders Conference (ALC)

Leaderboard



| | | | |
|---|---|---|---|
| 2 | Walt Hansmann | | 9720 points |
| 1 | Jazmin Webster | | 10810 points |
| 3 | Jessalin Lam | | 9710 points |
| 4 | Dawn Walker-Elders | Girl Scouts of Maine | 9620 |
| 5 | Lindsay Fletcher | ATDNYC | 9610 |
| 6 | Michelle Bartlett | North Carolina State University | 9310 |
| 7 | Jodi Stende | Discovery Benefits, LLC, a WEX company | 8380 |
| 8 | Kelli Frey | EAB Global | 7270 |
| 9 | Phyllis Metzler | PSECU | 6460 |
| 10 | Greg Simpson | ATD NYC | 5430 |

**Chapter Leader Game On
Leaderboard Results**

**#3  Jessalin Lam**

**Professional Plus Membership**

**#5  Lindsay Fletcher**

**Book bundle**

#10 Greg Simpson

**NEW YORK CITY CHAPTER**
Association for Talent Development

# Together We Create a World That Works Better

# Volunteer Spotlight

atdnyc.org/news

**NEW YORK CITY CHAPTER**
**Association for Talent Development**

## Board of Directors

**President** — Board of Directors

**President-Elect** — Board of Directors

**Past President** — Board of Directors

Board of Directors

**VP Membership** — Board of Directors

**VP Finance** — Board of Directors

**VP Marketing** — Board of Directors

**VP Programs** — Board of Directors

**VP Operations** — Board of Directors

**VP Special Interest Groups** — Board of Directors

**VP Talent Management** — Board of Directors

**VP Technology** — Board of Directors

**Special Interest Group Lead** — Extended Leadership Team

**Associate Vice President** — Extended Leadership Team

Extended Leadership Team

Chapter Volunteer

# 2020 Volunteers

Total Volunteers: 57 including the Extended Leadership Team (ELT) and Board Members

| | | |
|---|---|---|
| Christine Andrukonis | Merle Goldstein | Stacey Richter-Levy |
| Janine Berger | Ian Gould | Kari Russell |
| Deborah Borlam | Clarke Griffith | Rory Sacks |
| David Christopher | Dannia Guzman | Sarah Sprott |
| Margaret Clarkson | Dannielle Kayal | Danica Stitz |
| Mary Cooney | Gina Lepore | Mansi Vajar |
| Enid Cystal | Anastasia Lisina | Megha Wadhwa |
| Theresa Dinh | Mark Menezes | Marybeth Weiss |
| Patricia Fay | Meghan O'Sullivan | Judith Weiss |
| John Galto | Samantha Peller | |
| Sonali Goel | Sahadeo Ramharrack | |

NEW YORK CITY CHAPTER
Association for Talent Development

# Extended Leadership Team

## Career Development SIG

**Rob Hellmann**  **Barbara Phillips**

## Coaching SIG

**Diane Dean**  **Kathy Lamarr-Bines**

## Digital Learning SIG
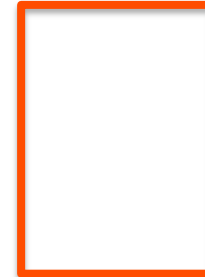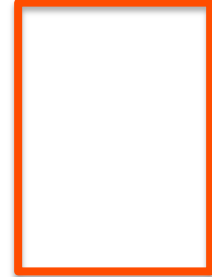
**TBD**  **TBD**

## Learning Innovations SIG

**Gabrielle Bayme**  **Kate Gerasimova**

## People Science SIG

**Sy Islam**  **Lyndon Llames**

## Performance Support SIG

**Hal Christensen**  **Malu Schloss**  **TBD**
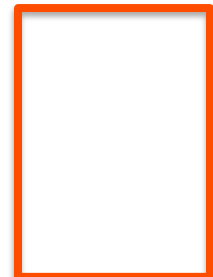
# Associate VPs and Webinar Lead

**AVP Leadership Development**
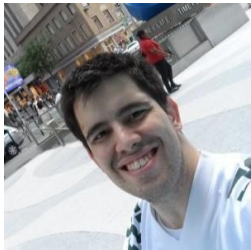
**Diego Tavares**

**AVP Programs Book Club**

**Maghan Haggerty**

**AVP SIGs**

**Jenn Jacovsky**

**Webinar Lead**

**David Marx**

**AVP SIGs**

**Nadya Karastoyanova**

**AVP Talent Management**

**Kai Kang**

**AVP Technology**

**Jane Evancie**

**NEW YORK CITY CHAPTER**
Association for Talent Development

# 2020 Board

**Greg**
President
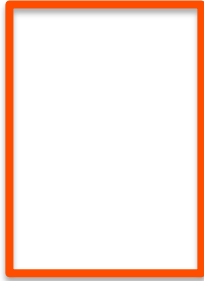
**N/A**
President-Elect
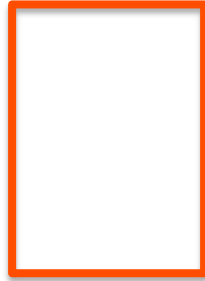
**N/A**
Past President

**Linda**
VP Finance

**Glenn**
VP Marketing
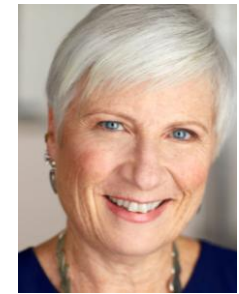
**Jill**
VP Membership

**Lindsay**
VP Operations
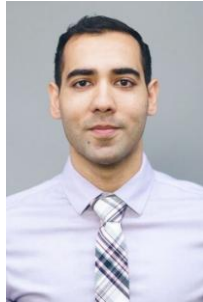
**Adil**
VP Programs

**Gabrielle**
VP SIGs

**Rosemary**
VP Talent Mgt

**Ekta**
VP Technology

**Art**
Chapter
Administrator

**NEW YORK CITY CHAPTER**
Association for
Talent Development

# Swearing In Ceremony
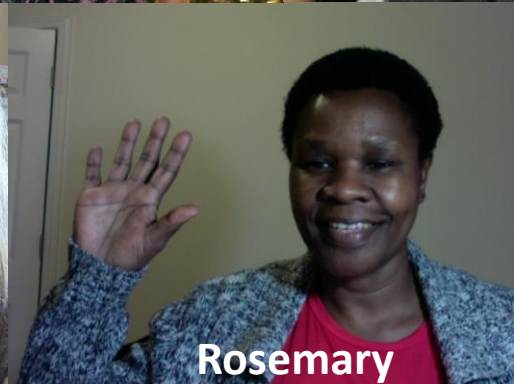


"I do solemnly promise and pledge….to the best of my knowledge and ability,… to faithfully execute the duties of an ATD New York City Board Member… to commit myself to the betterment of our profession,… further the objectives of this chapter… and assume full responsibility for this honorable organization."
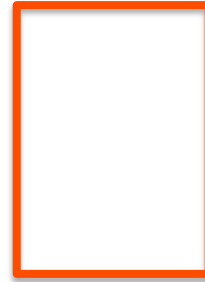
# 2021 Board

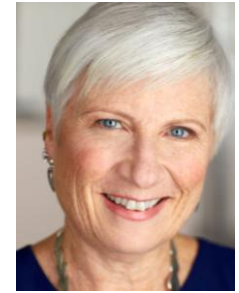**Lindsay**
President

**Jessalin**
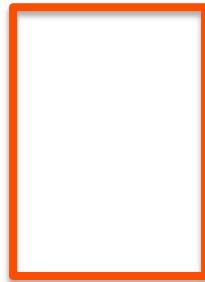President-Elect

**Greg**
Past President

**TBD**
VP Finance

**Adil**
VP Marketing

**Jill**
VP Membership

**Luba**
VP Programs

**TBD**
VP SIGs

**Rosemary**
VP Talent Mgt

**Jenn**
VP Technology

**Art**
Chapter
Administrator

**NEW YORK CITY
CHAPTER**
Association for
Talent Development

**atd**

# Thanks to Our Sponsors

We develop you, so you can develop others to reach their full potential!

NEW YORK CITY
CHAPTER
**atd**
Association for
Talent Development

**Email:** contact@atdnyc.org

**Phone:** (212) 479-7397

**Membership Information**

**ATD:** td.org

**ATD NYC Chapter:** atdnyc.org