



Chapter Leader Connection Newsletter

Supporting Chapter Success

March ATD Updates

Win Recognition for Your Chapter – CEA Deadline Extended!

The Chapter Excellence Awards deadline has been extended! Each year, ATD recognizes chapters' achievements in key areas of chapter operations. To learn more about the process and access the application, visit [td.org/cea](https://atd.org/cea) or access the [CEA Toolkit](#). **Applications are due March 21, 2025.**

Mandatory IRS Filing Deadline

Chapters must submit their [990/990-N forms](#) every year by the 15th day of the fifth month after the close of the chapter's tax year. **For most chapters, this will be May 15, 2025.** Chapters are asked to submit a copy of their tax filing as well as confirmation that their submission has been accepted. These documents can be submitted [here](#).

Register for ALC 2025

The 2025 ATD Chapter Leaders Conference (ALC) is taking place in conjunction with ATD25, **May 16–17, 2025, in Washington, D.C.** Registration is \$119 per person. Learn more and register [here](#). We encourage chapter leaders who are planning to attend ALC to book travel and lodging early to take advantage of discounted rates.

Chapter Teams for ATD25

Whether attending in person or virtually, form a team of at least five chapter members to access **discounted registration rates for ATD25**. Once your chapter has identified five attendees, submit [this form](#) to set up the team, and the chapter's CRM will provide the chapter with a unique discount code to use during registration.

2025 Chapter Excellence Awards

Don't miss the opportunity to win a cash prize for your chapter! Each year, ATD recognizes chapters' achievements in key areas of chapter operations. This year, Chapter Services is excited to recognize chapter excellence in the following categories: **chapter innovation**,

community impact, commitment to DEI, operational excellence, and membership engagement. To be recognized in these categories, chapters must complete the corresponding application.

Awards will continue to be given to chapters to recognize the overall **highest joint membership percentage and net joint membership growth.** No application is required to be considered in these categories.

Learn more about the program and its eligibility requirements and access the application [here](#). Submit **by March 21, 2025** for consideration.

CARE 2025 Planning Tips

While chapters should expect to hear about their CARE 2024 achievement status later this month, it's already time to begin thinking about CARE 2025. Listed below are a few items that ATD Chapters should complete during Q1 to work toward CARE achievement for next year. View the [CARE Foundational and Plus Planner](#) for a complete list.

1. Host at least one board meeting in Q1.
2. Plan how to complete 10 Power Member activities this year.
3. Begin planning at least 6 professional development activities for the year.
4. Distribute at least one communication piece including information on chapter and ATD programs and initiatives to chapter members in Q1.

If you have any questions how best to prepare to meet CARE, please contact the chapter's [CRM](#).

Host a Webinar for Your Chapter—Now with a New Career Pathways Option!

Looking to bring fresh, engaging content to your chapter? ATD Staff is here to help! Chapter leaders can **request a webinar** hosted by ATD on a variety of topics to support member learning and growth.

We're excited to announce a **new webinar option** on **ATD's Talent Development Career Pathways** tool — designed to help talent development professionals at every stage of their career. Whether members are figuring out their next move or looking to grow into new roles, this tool provides career inspiration, role-specific skill insights, and connections to ATD's Capability Model to help close skill gaps.

In addition to this new offering, chapters can still request webinars on:

- **The Talent Development Capability Model**
- **Leveraging ATD Membership Benefits**

Ready to bring one of these sessions to your chapter? [Submit a request here!](#)

Submit to Present at ATD's OrgDev Conference

ATD's [OrgDev](#) is a three-day learning experience focused on the strategies and guidelines needed to develop strong OD programs. Join fellow talent development professionals from **October 20-22** in Houston, Texas for an engaging conference experience designed for individuals charged with the development of people, organizational culture, and talent management.

Presenting at OrgDev is an opportunity to share your valuable insights with the larger talent development community, while building your professional reputation. If you're considering speaking options in 2025 or looking for your first speaking opportunity with a friendly audience, consider applying. **Submit by March 28, 2025 for consideration.** Learn more and submit [here](#).



Events

Chapter Leader Webinars

Be sure to register for our upcoming chapter leader webinars. Select the links below for more details and to sign up.

DEI Real Talk—March 26, 2025 at 2 p.m. ET

With increasing uncertainty, many talent development leaders committed to DEIBA are doing more with less support to sustain their efforts in their workplaces and chapters. In this session, we'll take a self inventory, explore the challenges, share ideas, and equip participants with practical strategies to keep DEIBA at the heart of talent development practices. Curtis Williams, VP of DEI - ATD St. Louis, will

Innovation & Recognition



March Chapter of the Month: New York City

The New York City Chapter launched and produced Seasons 1 and 2 of the ATD NYC Unlocked podcast, featuring industry leader interviews, ATD NYC program highlights, and professional development insights. With 900 downloads across 20 countries and 28 US states, the podcast expanded the chapter's reach and engagement while establishing ATD NYC as a thought leader in talent development. The team managed all aspects, from guest curation to marketing and production, ensuring high-quality content that resonated with listeners. Additionally, membership discount promotions embedded in episodes helped drive new memberships, further strengthening the chapter's community and impact. [Learn more here.](#)

Sharing Our Success (SOS)

The SOS program helps chapters improve by sharing and finding easy-to-use ideas, resources, and practices. Submit your chapter's best practice to gain recognition, share your knowledge, measure your accomplishments against established criteria, and be considered for a Chapter of the Month award. [Learn more and submit here.](#)

Chapter Essentials

Connect With Fellow Chapter Leaders

Join the [ATD Chapter Leaders LinkedIn Group](#) to share resources, ask questions, and celebrate successes with other chapter leaders. Please note that you must be an active chapter volunteer to participate in this group.

Looking for Assistance?