



Chapter Excellence Awards (CEAs) Guide

Overview of the CEAs

The Chapter Excellence Awards recognize chapters' achievements in key areas of chapter operations.

In 2024, Chapter Services is accepting applications in the following categories: Chapter Innovation, Community Impact, Commitment to Diversity, Equity, and Inclusion (DEI), Operational Excellence and Membership Engagement.

Winning chapters will be recognized at the 2024 ATD Chapter Leaders Conference (ALC) and receive a \$1,000 cash prize.

Chapters can submit one application per category. Chapters are eligible to win one award per year (excluding joint membership awards). Applications must focus on activities executed in 2023.

Access the 2024 application [here](#). Applications are due by 11:59 p.m. ET on April 15, 2024.

Eligibility:

Chapters may submit one application per category. Chapters are eligible to win only every two years in the power membership and net joint membership categories. For example, if a chapter won in 2023, its next year of eligibility is 2025. Chapters can only win in one of the other categories (chapter innovation, membership engagement, etc.) per year.

Minimum Criteria:

- 100% CARE achievement (includes meeting the submission deadline of January 31, 2023)
- Application must focus on activities executed in 2023
- Measurable results with specific examples
- Initiative supports ATD's and the chapter's mission/vision

Award Categories:

As of 2024, ATD recognizes chapters for excellence in the following areas:

Chapter Innovation: The Chapter Innovation Award recognizes outstanding creativity, ingenuity, and resourcefulness to drive positive change within ATD Chapters.

Community Impact: The Community Impact Award honors ATD Chapters that have demonstrated exceptional commitment and effectiveness in creating a positive and lasting impact within their local community.

Commitment to Diversity, Equity, and Inclusion (DEI): The Commitment to DEI Award celebrates ATD Chapters that have demonstrated outstanding commitment to promoting diversity, equity, and inclusion within its activities and initiatives.

Operational Excellence: The Operational Excellence Award recognizes ATD Chapters that have demonstrated exceptional organizational management in areas such as strategic planning, financial management, and governance.

Membership Engagement: The Membership Engagement Award celebrates ATD Chapters that have excelled in engaging their members, creating meaningful membership experiences, and fostering a sense of community within the chapter.

The two awards categories listed below **do not require an application**. All chapters who meet the eligibility criteria will be considered.

- **Power Membership:** Chapters that demonstrate the overall highest percentage of joint chapter and ATD membership for the previous calendar year.
- **Net Joint Membership Growth:** Chapters that demonstrated the highest overall growth rate of joint chapter and ATD membership for the previous calendar year.

Application Information:

The Chapter Excellence Awards application will ask you to provide the information and respond to the questions listed below:

Entry Information

- Chapter:
- Submission Title:
- Primary Contact First Name:
- Primary Contact Last Name:
- Primary Contact Email Address:
- Primary Contact Daytime Phone #:
- Secondary Contact First Name:
- Secondary Contact Last Name:
- Secondary Contact Email Address:

- Secondary Contact Daytime Phone #:

Chapter Excellence Awards Application

Please complete each section of the application. If a question does not pertain to your chapter, please enter N/A. You may save your application and complete it in multiple sessions.

Answer each question in as much detail as possible and provide supporting evidence. You may upload supporting documentation to strengthen your application; a link to upload documents is provided within those sections of the application.

Efforts should be focused on the past year (application must focus on activities executed in 2023).

Select which CEA category you are applying for below. Chapters are limited to one application per category. If submitting in more than one category, you must complete each application individually. Once you save your first application, you may begin a new application by restarting the process. Chapters can only win one award per year.

Award Category (select one):

- Chapter Innovation
- Community Impact
- Commitment to Diversity, Equity, and Inclusion
- Operational Excellence
- Membership Engagement

Provide a brief (2-3 sentence) overview of the program or initiative for which the chapter is seeking recognition.

What was the duration of the program/initiative?

Who was involved in the planning and implementation of the program/initiative?

What need did the chapter's program or initiative address?

Describe, in detail, the planning and implementation process for the program/initiative.

Overview of the CEAs

What was the impact of the chapter initiative? What measurable outcomes did it produce? Consider the impact on the chapter, community, ATD, and the profession. Provide supporting documentation/evidence when possible.

How does the chapter intend to continue or expand upon this program/initiative?

How does the chapter's program/initiative align with the selected award category?

Describe at least one lesson learned from the chapter's program or initiative.

Please provide any additional supporting documents or URLs below.