

# ROCATD Strategic Compass

Our WHY: ROCATD provides a vital professional resource in the Rochester region for workplace learning and talent development

## Advance

Credibility & Opportunity of Talent Developers;  
Articulate Value of TD profession.

## Build

Current Expertise in TD to increase value of Talent Developers to their organizations.

## Connect

The TD Community to provide support, inspiration, and mutual gain.

## Best in Class

Membership  
Growth and Retention

Brand  
Awareness

Quality  
Communication

Partnerships

CARE  
Requirements

Time

Money

People

Return on  
Investment

Special Interest Groups, Programs, Initiatives, Operations

Board of Directors

Volunteers

Advisors

Why We Exist

Filters

Who & What