

February ATD Updates

Thank You for Submitting CARE!

Thank you to all the chapters that submitted the Chapter Affiliation Requirements (CARE) survey by the January 31 deadline. Chapter Services is in the process of auditing submissions and may follow up to confirm responses with individual chapters. Chapters should expect to receive notification of their CARE achievement status by the **end of March 2026**.

Join Your Fellow Chapter Leaders at ALC 2026

The 2026 ATD Chapter Leaders Conference (ALC) is taking place in conjunction with ATD26, **May 15–16, 2026, in Los Angeles, CA**. 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.

Win Recognition for Your Chapter!

The Chapter Excellence Awards application is now live! 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 or access the [CEA Toolkit](#). Applications are due **March 2, 2025**. More information is available below.

Mark Your Calendar for Member Month!

ATD is celebrating **Member Month** this March with special discounts, events, and new member benefits. ATD will offer **25% off national memberships** all month long, and chapters have the option to participate with **10% off chapter memberships sold via the ATD Store** (opt out by **February 23**). Marketing materials will be shared soon. Read more below.

Welcome 2026 Chapter Leaders!

As you begin your time as a chapter leader, we want to express our gratitude for your dedication to your chapter, the larger ATD community, and the talent development field. This monthly newsletter will be your go-to resource for important updates, best practices, and key insights to support you in your leadership role. To further assist you, be sure to explore the [Chapter Leader Community](#), where you'll find valuable resources, and don't hesitate to reach out to your [Chapter Relations Specialist](#) or [National Advisor for Chapters](#) for guidance and support. Your contributions make a meaningful impact, and we're thrilled to have you as part of this incredible network. Thank you for your service—we look forward to a fantastic year ahead!

Apply for the 2025 Chapter Excellence Awards by March 2!

Don't miss the opportunity to win recognition and 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 overall **highest joint membership percentage and net joint membership growth**. No application is required to be considered in these categories.

The application for the 2025 Chapter Excellence Awards is available [here](#). Please **submit by March 2, 2026** to be considered. This year's awards recognize chapter initiatives that took place in 2025. Chapters can submit to multiple categories as long as each submission is for a different program or project. Chapters must be CARE achieved for 2025 to win and can only win one award per year (excluding joint membership awards). Winning chapters will be recognized at the ATD Chapter Leader Conference and receive a \$1,000 cash prize.

Join Us in Celebrating ATD Member Month in March 2026

We're excited to share that ATD will be celebrating **Member Month** this March! Throughout the month, we'll be celebrating ATD members and highlighting the value of membership with exclusive discounts, career growth and professional development events, the launch of a new member benefit, and more.

As part of the celebration, ATD will be offering a **25% discount on national memberships purchased during March**.

We would also love to extend this opportunity to chapters by including a **10% discount on chapter memberships purchased sold via the ATD Store** during the same period to support power membership growth. Participation is completely optional, and chapters may choose to opt out if they prefer not to be included.

If your chapter would like to opt out of the chapter membership discount, please reach out to the chapter's [CRS](#) by **February 23**. If we do not hear from you by then, we will assume your chapter would like to participate. We'll also be sharing ready-to-use marketing materials and graphics with chapter leaders in the coming weeks to help promote Member Month locally.

Thank you for all you do to support ATD members and strengthen learning communities across the country. We're looking forward to celebrating with you in March!

Connect with Fellow Chapter Leaders at ALC 2026

Join chapter leaders from across the country in **Los Angeles, California, May 15–16**, for the 2026 ATD Chapter Leaders Conference (ALC)—a high-impact day of learning, connection, and leadership development designed exclusively for chapter volunteers. **A bonus for early registrants: the first 100 registrants will receive a complimentary, limited-edition ALC 2026 tote bag!**

New This Year: The BOX Experience (Optional Add-On—\$25) | Friday, May 15, 4:30–6 p.m. ET
Kick off ALC with a hands-on, 90-minute workshop using ATD's Talent Development Capability Model™ to strengthen chapter alignment and strategy. Through guided reflection, discussion, and hands-on activities, you'll explore your "leadership box," examine your chapter's strengths and opportunities, and gain tools you can immediately apply with your board. Learn more about the program [here](#) and then add it directly to your [ALC registration](#).

- Session Sneak Peak:**
- Build Your Dream Team: A Succession Planning Blueprint for Long-Term Success – Shelly Reed, Nashville Chapter
 - From Events to Ecosystems: How Community-Driven Programming Fuels Membership Growth, Belonging, and Engagement – Karen Clem & Chenier Mershon, Dallas Chapter
 - Scaling Success: How One ATD Chapter Doubled Membership and Built Sustainable Sponsorship – Olesya Holker & Heidi Bedier, Central Iowa Chapter
 - From Interest to Impact: How SIGs Drive Membership, Engagement and Chapter Leadership – Cyndi Nagel & Alisa Horikawa, Orange County Chapter

[Secure your spot for ALC 2026](#) and join us in Los Angeles for an energizing and inspiring experience. If you have questions, please contact Jocalyn Lombardi at jlombardi@td.org.

Help Shape the ATD Talent Development Capability Model

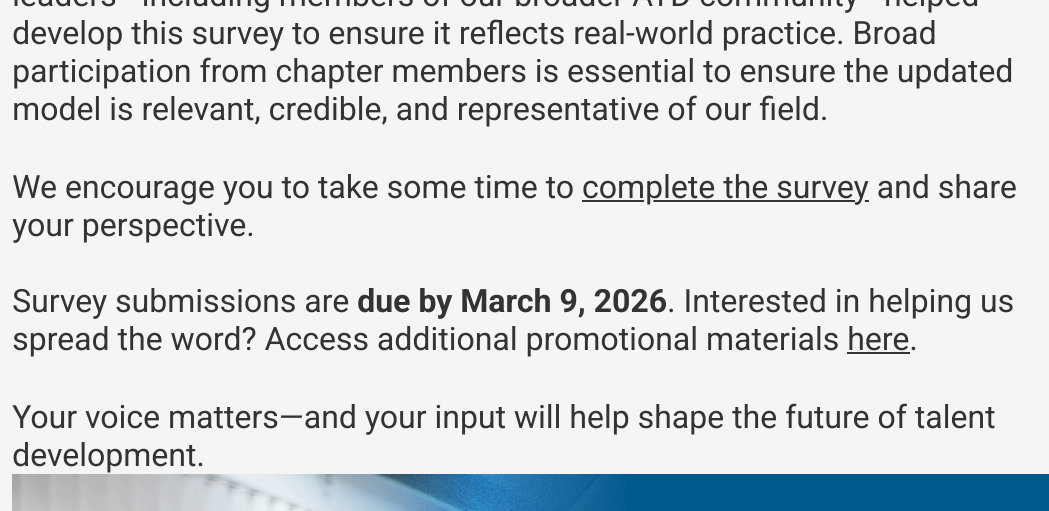
ATD is currently conducting an occupational survey to inform updates to the Talent Development Capability Model—a foundational framework that helps define the skills, roles, and capabilities of talent development professionals.

This survey is designed to capture the work TD professionals are actually doing today, across roles, industries, and career stages. The insights gathered will directly influence how the Capability Model evolves and how it continues to support our profession. Several talent development leaders—including members of our broader ATD community—helped develop this survey to ensure it reflects real-world practice. Broad participation from chapter members is essential to ensure the updated model is relevant, credible, and representative of our field.

We encourage you to take some time to [complete the survey](#) and share your perspective.

Survey submissions are **due by March 9, 2026**. Interested in helping us spread the word? Access additional promotional materials [here](#).

Your voice matters—and your input will help shape the future of talent development.



Access Discounted Rates for ATD26 with a Chapter Team

Whether attending in person or virtually, form a team of at least five chapter members to access **discounted registration rates for ATD26**.

Once your chapter has identified five attendees, submit [this form](#) to set up the team, and the chapter's [CRS](#) will provide the chapter with a unique discount code to use during registration.

Innovation & Recognition



Chapter of the Month: Arizona

The Arizona Chapter reimagined its annual member survey by shifting from a low-engagement, email-only approach to a high-touch listening strategy that blended personal outreach with AI-supported analysis. To address historically modest response rates and limited qualitative insight, board members conducted live phone conversations using a shared call list and conversation guide, complementing surveys in real time while also offering a concise online option. Responses from both channels were centralized and anonymized, then synthesized using Google Gemini within the chapter's secure Google Workspace to surface clear, actionable themes. By combining relational engagement with responsible AI use, the chapter gained richer "voice of the member" insights, reduced manual analysis time, and equipped the board with data-driven guidance to better align programming, communication, and regional outreach with member needs. [Read 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

Looking for Assistance?

[Chapter Leader Community](#) | [Chapter Services](#) | [National Advisors for Chapters](#)