



# Employee Learning Week Toolkit

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On behalf of the ATD Communications and Chapter Services departments, we thank you for your dedication to the talent development field and encourage your chapter to use Employee Learning Week to showcase the value of workplace learning.

Our communications toolkit with has resources to help you recognize the week. If you have any questions or would like to request additional materials for Employee Learning Week, please email the ATD Communications department at [elw@td.org](mailto:elw@td.org). We appreciate your involvement in the campaign and look forward to working with your chapter!

## Included in this toolkit:

- Employee Learning Week Overview and Chapter Project Plan
- Champion of Learning Certificate
- Resources, Downloads, and Templates
- Media Tips and Talking Points
- Employee Learning Week Proclamation – *Suggested Steps*
- Employee Learning Week Proclamation – *Sample Request Letter*
- Employee Learning Week Proclamation – *Sample Language*
- Press Release Template

## ELW OVERVIEW

Employee Learning Week is an awareness campaign highlighting the important connection between learning and achieving organizational results. Employee Learning Week takes place in December each year, but learning is a year-round event!

Last year, many ATD members showcased their employee learning programs by holding meetings and events, or by sending special communications during Employee Learning Week. Several ATD chapters participated in the campaign last year by soliciting the enactment of state and local proclamations to recognize the week. Many chapters enlisted community partners, educational institutions, local government officials, and business leaders to participate in the week.

**Why** is Employee Learning Week important? By participating in the campaign, your chapter or organization can shine the spotlight on the value of employee learning and the important connection between training and achieving business success.

**Who** recognizes Employee Learning Week? All organizations are encouraged to showcase their employee learning programs during the week.

**Where** can Employee Learning Week happen? Any location will work. All chapters, groups and/or organizations are welcome to recognize the week in their community by holding an event, special meeting, or sending communications to your members or employees.

## CHAPTER EMPLOYEE LEARNING WEEK EVENT - PROJECT PLAN

<b>Role</b>	<b>Owner</b>	<b>Committee Members</b>	<b>Notes</b>
Project Chair			
Communications/Marketing			Possible Volunteers:
Sponsorship			Possible Volunteers:
Chapter Liaison		Other Chapter Liaison:  Professional Organization:  Professional Organization:	

Hotel and Budget Committee			
Best Practice Committee			
Programs Committee			
Registration Committee			Possible Volunteers that night:
Membership Committee			

## CHAMPION OF LEARNING CERTIFICATE

As an added bonus, if your chapter recognizes Employee Learning Week through an event, meeting, official proclamation or communication to members, ATD will send you a “Champion of Learning” certificate. All you need to do is send us a note ([elw@td.org](mailto:elw@td.org)) explaining what your chapter did. And, anything counts! Whether you decide to participate in the week with an awards event, an email to chapter members, or a mention of it on your website—just let us know what your chapter or organization did to recognize the week, and the certificate is yours! Learn more about the Champion of Learning certificate at [td.org/elw](http://td.org/elw).

## RESOURCES, DOWNLOADS, AND TEMPLATES

The following materials and templates are available for download at [td.org/elw](http://td.org/elw)

- ELW logo and web banners
- ELW Project Plan
- ELW Power Point
- Proclamation templates and guidelines
- Media talking points
- Press release template

## MEDIA TIPS AND TALKING POINTS

While your organization or chapter is making plans to promote Employee Learning Week locally, you may want to contact business or workplace reporters at your local paper to discuss your planned activities and events. As you prepare for this outreach, here are some tips from the ATD Communications department.

**Know your media.** Research the reporter, media type, and intended audience to learn more about the topics that the paper and reporter usually cover. This will give you an idea of the angle you want to take when pitching the reporter.

**Provide facts and resources.** Develop a fact sheet or press release template and include all relevant information about your ELW plans. Be sure to designate someone as the point of contact so that the reporter knows whom to call in the future.

**Connect to ATD information and resources.** Many of the ATD Employee Learning Week materials are available online so that you can download or print copies of the brochures and postcards and adapt the ideas on the local level.

Included below is sample language that you may want to use when working with the media.

(Your chapter/organization name) is planning activities (or an event) during ATD Employee Learning Week, December 7 – 11, 2015. This is an opportunity for organizations to highlight the important connection between learning and achieving organizational results. We encourage our local media to cover the activities and events, or write a story about the importance of employee learning and development.

The sponsoring organization of Employee Learning Week is ATD, the Association for Talent Development, the world's largest association dedicated to those who develop talent in organizations. The (chapter name) represents learning and performance professionals in the (city/town information here). *(Add more about your local chapter here.)*

(Your organization name) is holding (event/activities) on (date/time) at (location). Last year, 65 organizations and ATD chapters recognized Employee Learning Week through events, meetings, and communication with members. Thirteen ATD chapters recognized the week through Employee Learning Week proclamations in their city, county, or state.

### **Suggested Steps for Proclamation for Employee Learning Week**

Last year several ATD chapters worked with local officials to request a proclamation of Employee Learning Week in their town, city, county, or state. Organizations can request proclamations too. Since every locality's requirements are different, there is not a defined set of steps to follow. However, here are a few reminders or hints that may be helpful when requesting a proclamation:

- The first step is to visit the website of your locality to determine if proclamation requests are accepted, the timeline for making requests, and the information that must be included. Depending on the locality, requests may be directed to an elected official (a Mayor's office, for example) or a governing body (city/county council). You may need to email the local government's office for more information if you do not find what you are looking for on the website.
  
- Most ATD chapters will probably make a request within their town, county, or city. If a chapter is located in the state capital and wants to send a request to the state governor, it may be beneficial to

make the request on behalf of ATD chapters and members in the entire state, not just the capital city. If you choose to do this, be sure to communicate with the chapter presidents in your state in advance so that they are aware of your intent to make the request. Even though your request may be made on behalf of several chapters, be sure to identify one person on the chapter board as a point of contact. Make your request early and within the required timeframe. Some localities ask that proclamation requests are done 60 or 90 days in advance, and some may be longer.

- Use the templates we provide as sample language, and remember that one size doesn't fit all! While we hope these items are helpful, they are not prescriptive. Your town, county, or city may require additional information. Your best bet: do the necessary homework, find out what is required, determine one point of contact in your chapter, and provide useful background information when asked.

**Questions about the information provided for Employee Learning Week?** Email the ATD Communications department at [elw@td.org](mailto:elw@td.org).

## Sample Request Letter for a Proclamation

Date

Attention: Person or Official's Name

Title

Office of the (*Official Title*)

Address

City, State, Zip Code

Dear (*Name*),

The Association for Talent Development (ATD), the world's largest association dedicated to those who develop talent in organizations field, is celebrating (**Month,dates, year**) as **Employee Learning Week** to recognize the value of learning and the important link between a knowledgeable, highly skilled workforce and organizational success. ATD members come from more than 100 countries and thousands of organizations.

On behalf of (*your company*), we would like (*insert local official's name and title, for example, "Mayor Smith"*) to consider this request to proclaim Employee Learning Week in (*insert town, city, or state name here*). Included with this package is additional background information about ATD and the Employee Learning Week campaign, as well as suggested language for a proclamation.

If you have questions about (*your organization name here*) or Employee Learning Week, please feel free to contact me by phone or email (*insert your contact information*). Thank you for taking time to consider this request. We appreciate your help in showcasing the value of employee learning and its connection to the success of our (*local*) companies and their long-term competitiveness and vitality.

Best regards,

*Your Name*

*Your Title*

*Company Name*

## Sample Language for ATD Employee Learning Week (year) Proclamation

### A Proclamation

**WHEREAS**, the organizations of *(town, city, or chapter name)* are committed to creating a highly skilled workforce that is critical to growing and sustaining a competitive advantage;

**WHEREAS**, they recognize that having a knowledgeable, skilled workforce improves the performance of those organizations;

**WHEREAS**, learning develops individual and organizational knowledge and expertise;

**WHEREAS**, the Association for Talent Development (ATD)—the world’s largest association dedicated to those who develop talent in organizations —has declared *(month, dates, year)*, as “Employee Learning Week” and designated this time for organizations to recognize the value of employee learning;

**WHEREAS**, the *(organization’s name)* in *(town, city, state)* has demonstrated its commitment to developing the skills of employees and the workforce;

**NOW, THEREFORE**, I, *(name)*, *(title)* of *(town, city, or chapter name)* do hereby proclaim *(month, dates, year)* as

EMPLOYEE LEARNING WEEK in *(town, city, or state name)* AND ...  
*(OPTIONAL AREA FOR INCLUDING ADDITIONAL LOCAL INFORMATION)*



## Press Release Template for Employee Learning Week

FOR IMMEDIATE RELEASE

Media contact: Name

Phone

Email

**(Name of Chapter / Organization) To Recognize Employee Learning Week (year)**

**(City, state) Date** – To increase awareness about the strategic value of learning in organizations, the Association for Talent Development (ATD), formerly ASTD has declared (month, dates, year), as “**Employee Learning Week.**” This is an opportunity for organizations to showcase the important link between developing employees’ skills and achieving organizational results.

ATD research shows that organizations continue to invest in growing the knowledge and skills of their workforce. “Increasingly, business leaders realize that the most important asset in our knowledge economy is talent, and a skilled workforce is the key to realizing results. We encourage all organizations to demonstrate their commitment to learning by recognizing Employee Learning Week,” says Tony Bingham, ATD President and CEO.

*(Add an optional paragraph describing how your chapter or organization will recognize Employee Learning Week.)*

To learn more about the *(chapter/organization name here)* recognition of Employee Learning Week, contact *(contact name and email)*. For more information about ATD Employee Learning Week (year), visit [www.employeelearningweek.org](http://www.employeelearningweek.org), or email to [elw@td.org](mailto:elw@td.org).

### About ATD

The Association for Talent Development (ATD), formerly ASTD, is the world’s largest association dedicated to those who develop talent in organizations. These professionals take the knowledge, skills, and abilities of others and help them achieve their full potential.

ATD’s members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports the work of professionals locally in more than 110 chapters, international strategic partners, and global member networks.

Started in 1943 as the American Society of Training Directors, this organization evolved to become the American Society for Training & Development. As the scope and the impact of the training and development field has grown, the profession’s focus has broadened to link the development of people, learning, and performance to individual and organizational results. For more information, visit <http://www.td.org>.

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