

# atd Chapter Leader Connection Newsletter

Supporting Chapter Success

## 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 **March 2025**.

### 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](https://atd.org/cea) or access the [CEA Toolkit, Applications](#) are **due March 2, 2025**. More information is available below.

### 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 discount code to use during registration.



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 Manager](#) 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!

## 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 2, 2025** for consideration.

## WildApricot: Mandatory Two-Factor Authentication for Website Admins

Beginning on March 31, 2025, WildApricot will implement mandatory two-factor authentication for full and website administrators. This change brings WildApricot in line with the latest security standards in the field. To ensure you do not lose access to your WildApricot account:

1. Verify your contact information: Please ensure that both your email and phone number are up-to-date in your profile. This is essential for receiving authentication codes.
2. Set up your mobile phone in the system phone field: If not already done, please add your mobile number to the system phone field to enable secondary authentication.

Failure to provide a valid secondary authentication method by March 31, 2025 may result in losing access to your WildApricot account. If you have any questions or need assistance with setting up Two-Factor Authentication (2FA), please reach out to the WildApricot support team at [support@wildapricot.com](mailto:support@wildapricot.com).

## Submit to Present at Core4

[Core4](#) is the cornerstone for building and refining the core skills every learning and development professional needs to succeed. Join fellow talent development professionals from **September 29 to October 1**—either in person in Orlando, Florida or virtually—for an engaging conference experience designed to help you stay current and effective in a dynamic field.

Presenting at Core4 is an opportunity to build your professional reputation, but it's also a chance to use your valuable insights to help others in the L&D community. If you're considering speaking options in 2025 or looking for your first speaking opportunity with a friendly audience, consider applying. **Submit by February 28 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.

**Chapter Leader Onboarding and Orientation**—March 5, 2025 at 2 p.m. ET

Join the [National Advisors for Chapters \(NAC\)](#) and the [Chapter Services Team](#) for an overview of the resources available to ATD chapter leaders. The facilitators will guide participants through the Chapter Leader Community (CLC), highlight resources that can support chapter success, and share information about connecting with chapter services staff, the NAC, and ATD chapter leaders from across the country. This webinar is a great resource for those who are brand new to chapter leadership, leaders who want to revisit the resources that can support them in their respective roles, and experienced leaders looking for a quick refresher. [Register here!](#)

**Chapters and ATD Certification**—March 13, 2025 at 2 p.m. ET

Are you curious about the ATD Certifications? How can an APTD or CPTD Certification support your members' career goals? Want to ensure your ATD Certified members find support in your educational programing and resources? And what is a Certification Chapter Study Group?

In this informational presentation, meet the ATD Certification Institute (ATD CI) and ATD Chapter Certification Study Group Leaders who will:

- Share the benefits of supporting your members in becoming and staying Certified.
- Provide the APTD and CPTD requirements to ensure program alignment.
- Highlight ATD CI resources and support you can use to guide your members in considering or pursuing an ATD Certification.
- Open the presentation for your questions.

[Register here](#) to join the conversation!

## Innovation & Recognition



### February Chapter of the Month: Ann Arbor

In response to declining event attendance and membership, the Ann Arbor Chapter launched its first-ever "Mini-Conference," a one-night event designed to re-engage members and attract new participants after a decline in attendance. The event featured three speakers covering key aspects of the ATD Capability Model, along with dinner, swag giveaways, and a grand prize of an ATD course registration. Targeting local professionals, the chapter sent postcard mailers to members, lapsed members, and unaffiliated ATD national members. The event sold out with a waitlist, successfully reactivating lapsed members and driving new sign-ups. Since its success, the chapter has continued this annual mini-conference, incorporating new engagement strategies like membership giveaways and interactive prize selections. [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?

[Chapter Leader Community](#)

[Chapter Services](#)

[National Advisors for Chapters](#)