



## Upstate SC ATD/ASTD Chapter Talent Development Awards of Excellence

Welcome to the third annual **Awards of Excellence competition**, sponsored by the **Upstate South Carolina Chapter of the Association for Talent Development (ATD)**, formerly known as American Society for Training and Development.

***Our mission is to provide value by equipping our constituents to achieve positive and innovative learning, development, and performance outcomes.*** This competition allows our chapter to recognize those individuals, organizations, and companies who are pursuing similar goals and objectives in their core values and to honor those who have advanced the practice of training and development.

### **Eligibility:**

Contest is open to all ATD/ASTD members and non-members across the U.S. who have advanced the discipline of employee training and development within their organization, business, or for a client.

### **ASTD Competency Model's Areas of Expertise:**

Introduced in 2004 and revised in 2013 by ASTD National, the ATD Competency Model was derived from an in-depth, comprehensive study of the learning profession and identifies the roles, areas of expertise, and foundational competencies for professionals in the learning and performance field. From the model, this **competition will focus on any one of the ten Areas of Expertise:**

1. Performance Improvement
2. Instructional Design
3. Training Delivery
4. Learning Technologies
5. Evaluating Learning Impact
6. Managing **Learning** Programs
7. Integrated Talent Management
8. Coaching
9. Knowledge Management
10. Change Management

### **Required Format:**

With a ***four-page limit***, award entries should be written as a report or case study of a training and development initiative or program based on one of the ATD Competency Model's ten Areas of Expertise listed above. **All entries should include the following categories:**

1. Name and address of organization, business, or client featured in entry
2. Name of person submitting entry, email address, and role in program/initiative
3. The ATD Competency Model's Area of Expertise advanced by program/initiative
4. Title of overall program/initiative
5. Location(s) of program/initiative
6. Date program/initiative was started and, if applicable, date completed
7. Description of the program/initiative
8. Obstacles in implementing the program/initiative and how you overcame them
9. Impact on the individuals affected by the program/initiative
10. Measurable impact on the organization, business, or client

### **Submission Instructions and Deadline:**

Submit early to avoid entry fee for your submission. Deadline for submitting entries will be ***12 noon on Friday, October 31st, 2014.***

Entries may be submitted two ways:

1. Emailed to [specialevents@upstatesc.astd.org](mailto:specialevents@upstatesc.astd.org).
2. A hard copy may be mailed/hand delivered to the Upstate SC ATD office located at the University Center of Greenville, 225 South Pleasantburg Dr., Greenville, SC 29607.

The same organization, business, or person may submit more than one entry as well as submit more than one entry for the same Area of Expertise.

### **Judging Criteria:**

A panel of local employee training and development executives will conduct the judging. Scoring criteria are:

1. Overall impact of the identified ATD Competency Model's Area of Expertise
2. Unique qualities of the program/initiative
3. Measurable value of the program/initiative to the organization, business, or client
4. Innovated advancement in employee training and development

### **Awards and Recognition:**

Winners will be recognized at the chapter's Employee Learning Week celebration on Thursday, November 13th, 2014 at the University Center of Greenville.

**The winner levels are:**

**Gold Star** – One year membership in **Upstate SC ATD/ASTD** chapter and one year Season Pass to 2014 Chapter Meetings

**Silver Star** – One-year Season Pass to the next calendar year Chapter Meetings

**Bronze Star** – One-year Mini Pass to five of the next calendar year Chapter Meetings

**Permission to Post to Chapter Website:**

The Upstate SC ATD chapter reserves the right to post all entries received to the chapter's website as a membership resource. By participating in this competition, those submitting entries also are granting permission for this posting to occur.

**Contact:**

For more information, please contact Vice President of Special Events:  
Mary Wray Conner at [specialevents@upstatesc.astd.org](mailto:specialevents@upstatesc.astd.org) or 864-420-0010

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our Chapter  
Host Sponsor



*ATD Upstate South Carolina Chapter is an affiliate of the  
Association for Talent Development*

## **ATD Upstate South Carolina Chapter Training & Development Achievement Awards 2014 Required Format**

- 1. Name Of Organization:**
- 2. Name of Person Submitting:**
- 3. ATD Competency advanced by program/initiative:**
- 4. “Title” of overall program name:**
- 5. Location of program or initiative:**
- 6. Dates initiated:**
- 7. Description of the program or initiative (Limit of 4 pages):**
- 8. Impact on the individuals affected by the program:**
- 9. Impact on the organization:**
- 10. Difficulties in implementing the initiative & how the challenges were overcome.**

**Eligibility:** Open to any individual or company (ATD members or non-members) in the United States who have advanced the discipline of employee training & development within their organization in concert with the ideals and mission expressed in the ATD Competency Model.

## Criteria:

1. Submittal of a report or case study of a training or employee development initiative, which promoted any one of the competencies from the ATD Competency Model (ATTACHED).
2. The document must be in the required format per the award application.
3. Initiative must have taken place from January 1, 2013 to August 31, 2014.
4. Submitted prior to 12:00 pm on Friday, October 31st, 2014
  - a. Hard copy – Upstate Chapter ATD  
University Center of Greenville  
225 S. Pleasantburg Drive  
Greenville, SC 29607
  - b. Email – [Specialevents@upstatesc.astd.org](mailto:Specialevents@upstatesc.astd.org)

**Judging:** Will be conducted by a panel of Employee Training & Development executives including certified CPLP's.

Award will be based on:

1. Overall impact on the ASTD Competency identified.
2. Unique qualities of the initiative.
3. Value to the organization or business.
4. Innovated advancement of employee training & development

**Awards will be made at the final 2014 meeting of the SC Upstate ATD on Thursday, November 13<sup>th</sup>, 2014 at the University Center of Greenville.**

**Any questions regarding the awards or requirements should be directed to,**

Mary Wray Conner  
VP, Chapter Promotions &  
Marketing  
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