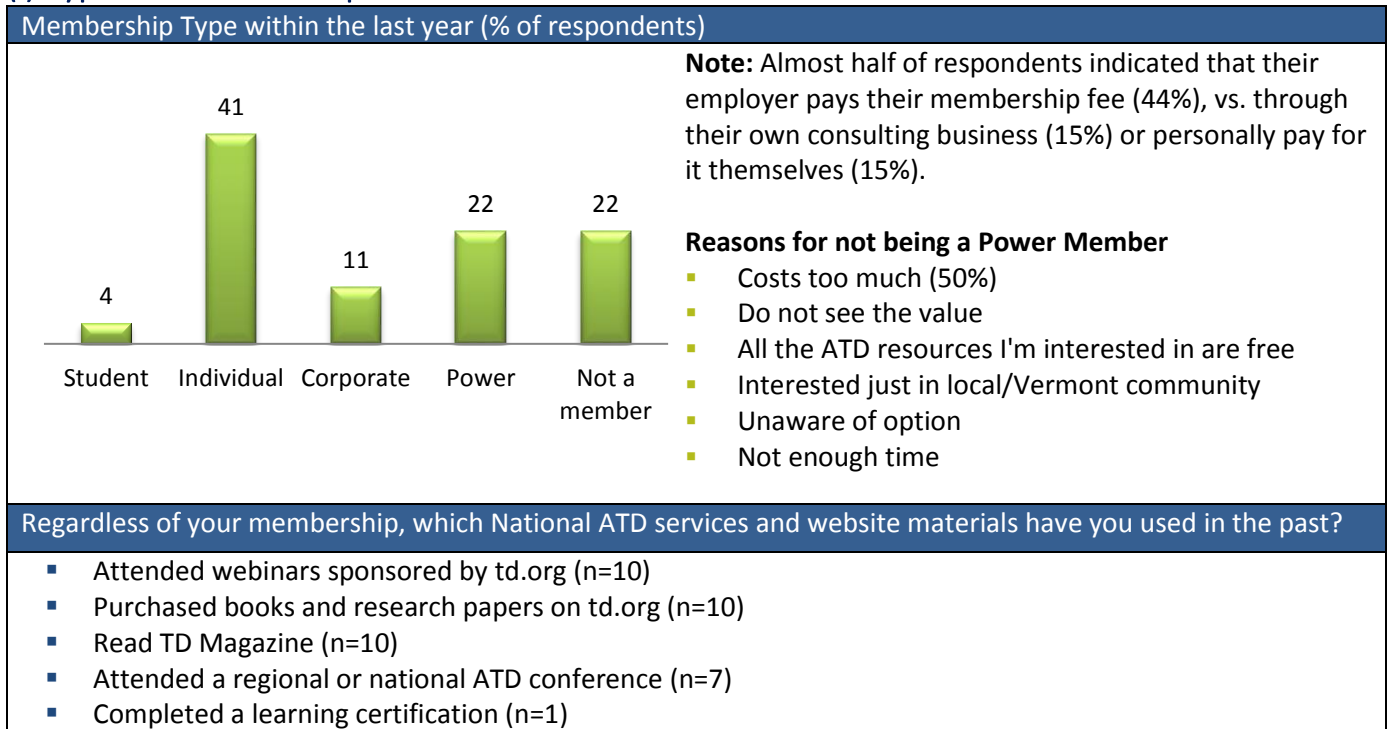


Respondents

Thirty-one individuals completed the survey online in October and November 2017. Those who subscribed to our newsletter received an invitation via email to complete the survey (i.e., both members and non-members¹). As an incentive and thank you, all respondents were eligible to enter their name in a drawing to win a \$50 Amazon Gift certificate.

Results

(i) Types of Membership



(ii) SATISFACTION with VT ATD

Overall, how would you rate your level of satisfaction with VT - ATD chapter services in the past year?

Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied
0%	19% (n=5)	44% (n=12) 2016: 56% 2015: 49%	37% (n=10) 2016: 16% 2015: 30%

Note: Compared to the past two years, our ratings for "Very satisfied" was the highest this year.

Please indicate your level of satisfaction with VT-ATD in the following areas:					
	Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	N/A
SIG topics/content covered	0% (0)	8% (2)	15% (4)	58% (15) 2016: 38%	19% (5)
SIG facilitators	0% (0)	8% (2)	12% (3)	54% (14) 2016: 41%	27% (7)
SIG discussions	3% (1)	8% (2)	8% (2)	50% (12) 2016: 25%	33% (8)
Online registration for events	0% (0)	8% (2)	23% (6)	50% (12)	19% (5)
Networking opportunities	4% (1)	4% (1)	42% (10)	29% (7) 2016: 17%	19% (5)
Social Media pages	0% (0)	12% (3)	32% (8)	4% (1)	52% (13)
VT ATD website	4% (1)	21% (5)	42% (10)	17% (4) 2016: 8%	17% (4)
Event Communications	4% (1)	8% (2)	42% (11)	42% (11)	4% (1)
Quarterly Newsletter	0% (0)	0% (0)	21% (5)	42% (10) 2016: 17%	37% (9)

Note: Meaningful changes from 2016 are highlighted. Social Media pages continue to not be used by respondents (e.g., 52% indicated it was not applicable them, 49% in 2016)

Comments & Suggestions
<ul style="list-style-type: none"> ▪ More virtual options: <ul style="list-style-type: none"> ▪ <i>More technology/elearning/video topics. Also some speakers that can speak to the need and value to diversity and inclusion efforts not just in hiring but in daily work and reflection on unconscious biases.</i> ▪ <i>More virtual options are welcomed. It's difficult to leave the office for what equates to a half of day for SIG's.</i> ▪ <i>I have not had the chance to attend SIG's this year, but I love the topics and would have been in a better place to participate online in an evening Webex versus taking time away during the day.</i> ▪ More advanced notice on topics: <i>It would be helpful when you post the dates for events to know whether they are in-person or online, what geographic area they will be held and what time of day. A couple times, I've wanted to hold the date and schedule things around it, but not knowing anymore info than the date itself was a hindrance. Thanks. Also, the somewhat satisfied on the sigs is that the only ones I seem to remember seeing was the leadership sig. If there were others, I missed them.</i> ▪ Quarterly newsletter: <i>Don't remember receiving quarterly newsletter. If this is a member feature, then it would make sense because I am currently not a member.</i> ▪ <i>I have missed so many meetings but hope to remedy that soon!</i> <p><i>Note: some sentences or partial statements have been removed to maintain anonymity of respondents</i></p>

(iii) Visioning

In an ideal future, where do you see your organization in 3 to 5 years and what were your top accomplishments in developing your people?
<p>Responses</p> <ul style="list-style-type: none"> ▪ <i>Leadership looking less hierarchical and offering a robust onboarding program for leaders</i> ▪ <i>I will have accomplished reshaping our culture and will have successfully managed aligning employees with our business goals/brand. Most important will be that employees are motivated and engaged from plant floor to executive staff.</i>

- *I see us expanding leadership development to all levels of supervisors and having ways to measure effectiveness of learning using both qualitative and quantitative measurements. Our agency is an employer of choice and our leaders are rated the best in government. Leadership development is embedded throughout our organization and our leaders embody the best of leadership translating to high employee engagement and customer satisfaction.*
- *"Consistently growing with a successful focus on Gallup's 12 elements of engagement, achieving best in class engagement survey results.*
- *My role will be supporting leaders and managers in bringing high performance team leaders practices to life with their team on a daily basis as part of how they lead. I'll intentionally partner to activate discovery and success. "*
- *Our top accomplishment would be that we helped our employees develop - both professionally and personally - to the point where they can be promoted either within our company or outside - but into a bigger challenge. Or we have helped them see that the career they have chosen might not be the best fit for their interest or skills, and help them make that transition as well.*
- *Our org in 3-5 years will be using more immersive technology, video/VR, blended with ILT and personal coaching to produce well-balanced, engaging, learner-centric, impactful learning experiences...showing value by providing role-specific training during times of great roles and responsibilities change.*
- *Top accomplishments in developing people include stretch assignments, visibility & exposure, and promotion/advancement."*
- *I engage in continuous self-development to be the best leadership coach I am capable of becoming.*

Note: some sentences or partial statements have been removed to maintain anonymity of respondents. Two responses were removed because of personal identifying information.

(iv) Top Learning Areas

Of the areas below, select up to five areas that you would like to learn more about next year

Rank	Topic	2017	2016	2015	2014
1	Coaching	59%	✓		✓
2	Employee Engagement	56%	✓		
3	Learning Technologies	48%			
4	Mindfulness in the Workplace	44%			
5	Instructional Design	41%			
5	Training Delivery	41%			
5	Change Management	41%		✓	✓
8	Evaluating Learning Impact	37%	✓		
8	Integrated Talent Management	37%		✓	
10	Collaboration	33%			
11	Performance Improvement	22%		✓	
11	Conflict Management	22%			
13	Managing Learning Programs	19%	✓		
14	Knowledge Management	15%		✓	✓

(v) Interest in New VT ATD Offerings

Rank	Topic	% interested	Compared to 2016
1	SIGs workshops – in person	80	89
2	½ Day Programs	58	78

3	SIGs workshops - online	54	N/A
4	Certification Programs	38	41
5	GIGs (Geographical Interest Group) – in person and focused on the interests of a geographic region	35	27
6	Mentoring Program	35	N/A
7	Business Tour and Talk	31	N/A
8	Full Day Programs	27	43
9	Community Volunteer Projects	27	22
10	Community of Practice Program	23	51
11	Online Community (member-only discussion board forum)	23	N/A
12	Book Club (in person or online)	12 15	35

If VT-ATD were to provide a Learning Professionals Directory on our website (member only feature), how likely would you use it (e.g., create your own profile and/or search for other learning professionals)?

Definitely would use it	Probably would use it	Might use it	Probably would not use it	Definitely would not use it	Not Sure
16% (n=6)	37% (n=14)	32% (n=12)	8% (n=3)	0%	8% (n=3)

Comments:

- Great idea, and I hope it happens.
- I'm not sure how I would use it if I were a member.

How would you describe your interaction with VT-ATD's social media and website?

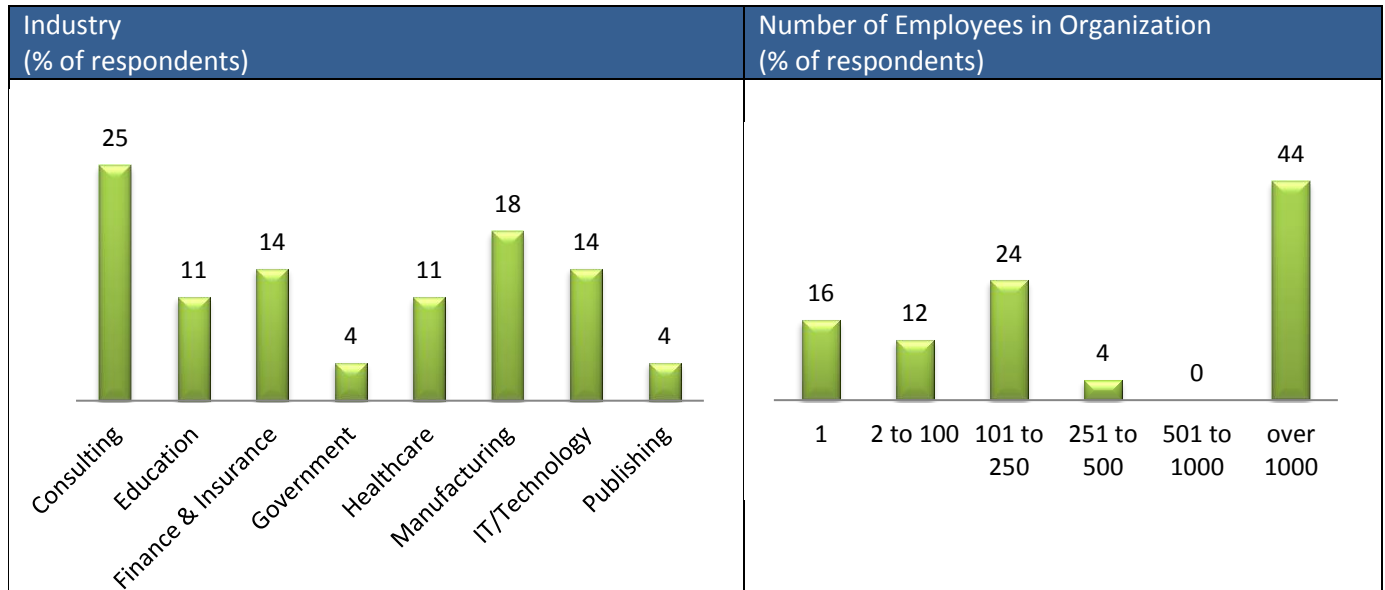
Social Media	None I didn't know you had one	None I'm not interested in connecting through this channel	Limited maybe one to two times a year	Occasional maybe four times a year	Regular more than 6 times a year	Frequent more than once a month
Facebook	48% (51% in 2016)	19%	19%	11%	4%	0%
LinkedIn Group	41% (50% 2016)	8%	30%	8%	15%	0
Website	15%	0%	27%	27%	23%	8%
Blog	27%	4%	31%	23%	12%	4%

Notes:

- Most popular source is the Website
- Least interested in Facebook (similar to 2015 and 2016)
- Least knowledgeable about Facebook, LinkedIn Group, and blog (similar to last year)

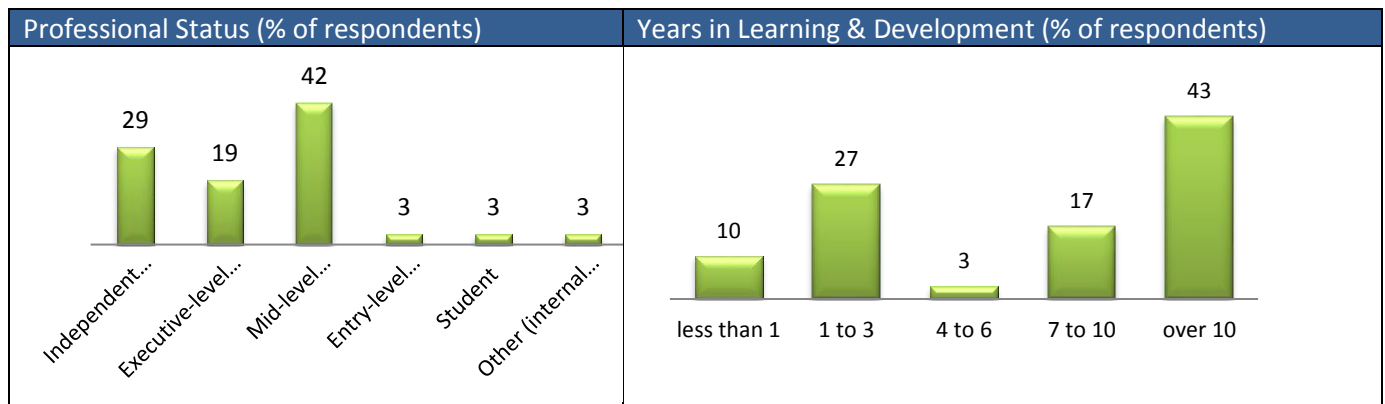
Comment: *LinkedIn, FB, seem to be only used to drive traffic to the Blog. Consider using FB to start some discussions, encourage members to pose questions and get feedback from others. LinkedIn could be used a lot more to publish job openings or again, start different conversations. As for the website, I only really use it to access info about the SIGs and register for events. It would be nice to have a website that contains more info on where the Chapter is headed, articles about how VT-ATD is helping people, and potentially provide an actual directory of members*

Respondent Demographics



Note for Industry:

- No one selected construction, energy, military, non-profit, pharmaceutical.
- Other included: Publishing and leadership development



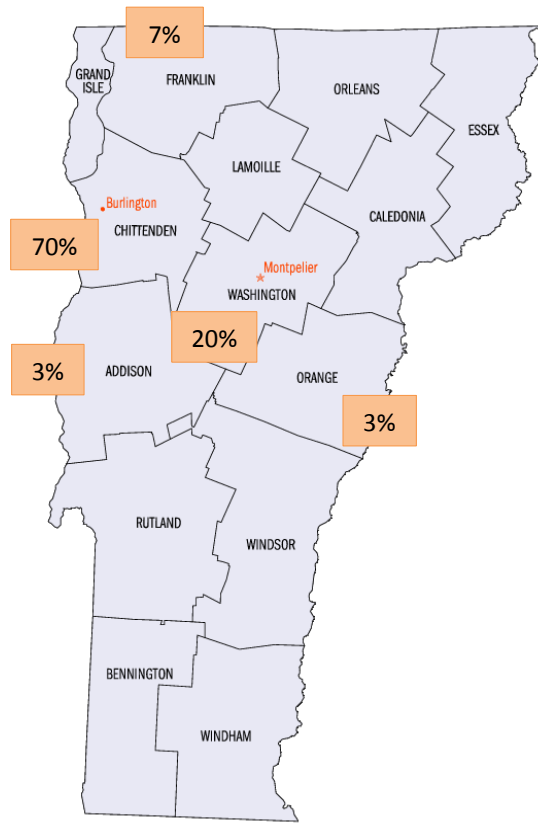
Notes for Job Status

- A few selected "other" to indicate that they held other roles as well (e.g., student, instructional designer, team lead)
- The majority (74%) reported not having supervisory duties, with 26% reporting that they do.

Age

- Range 26 to 70
- Average 48 years old
- Median 50 years old

County (work and/or live)



Prepared for Vermont ATD Board of Directors
By Alex Arnold and Kate McInnis
November 28, 2017