

ATD Long Island 2020 Member and Non-Member Review*

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Meet your presenter!

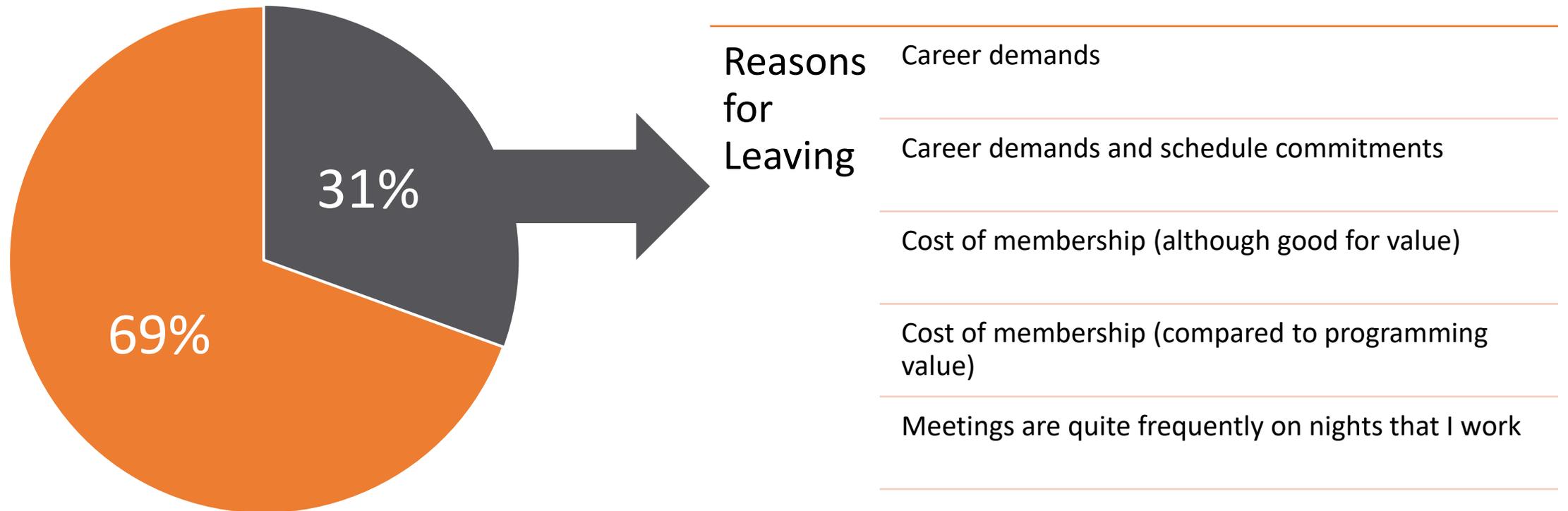
Thomas DePatie, MS

Great to meet you!

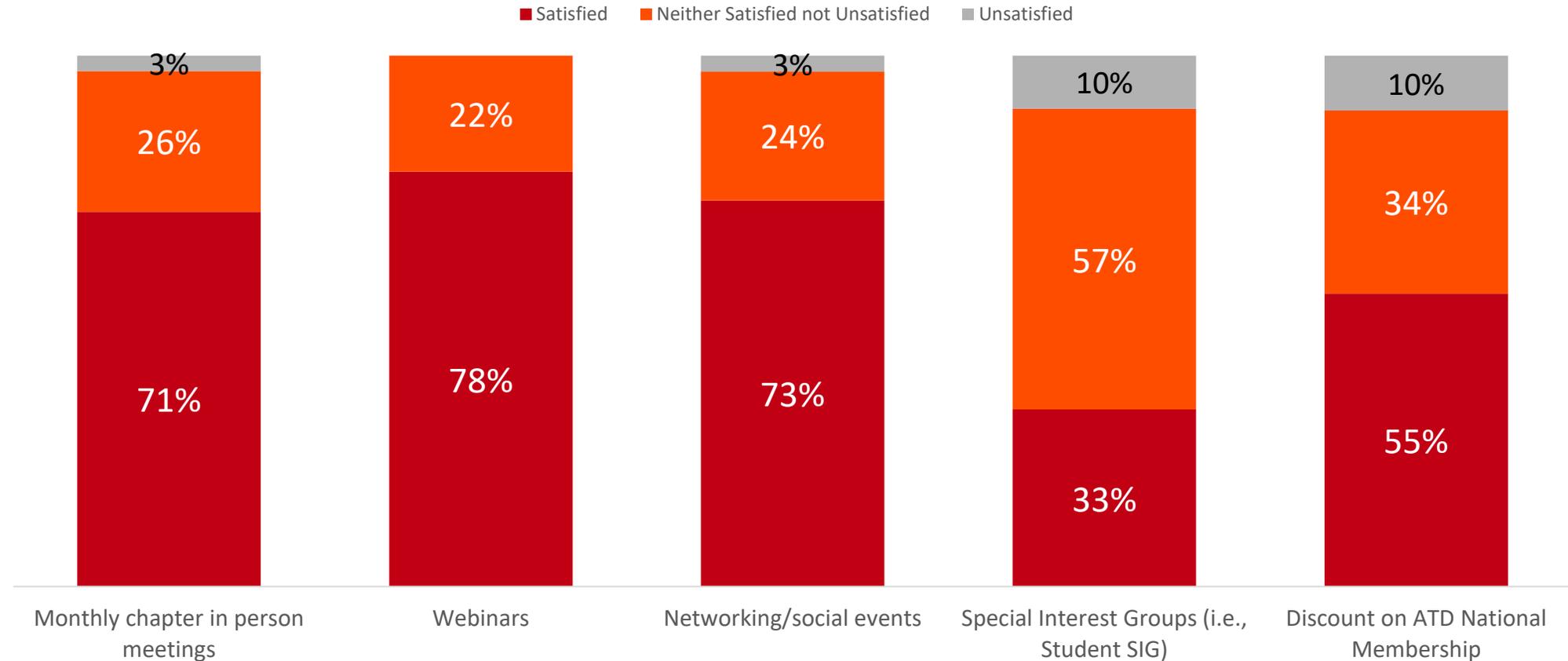
I am an industrial-organizational psychology researcher, instructor, consultant, and current Ph.D. student at Hofstra University. As a consultant, I have worked on projects for clients ranging from small cities to the Fortune 500 regarding job analysis, competency modeling, program evaluation, 360-feedback, and organizational surveys.



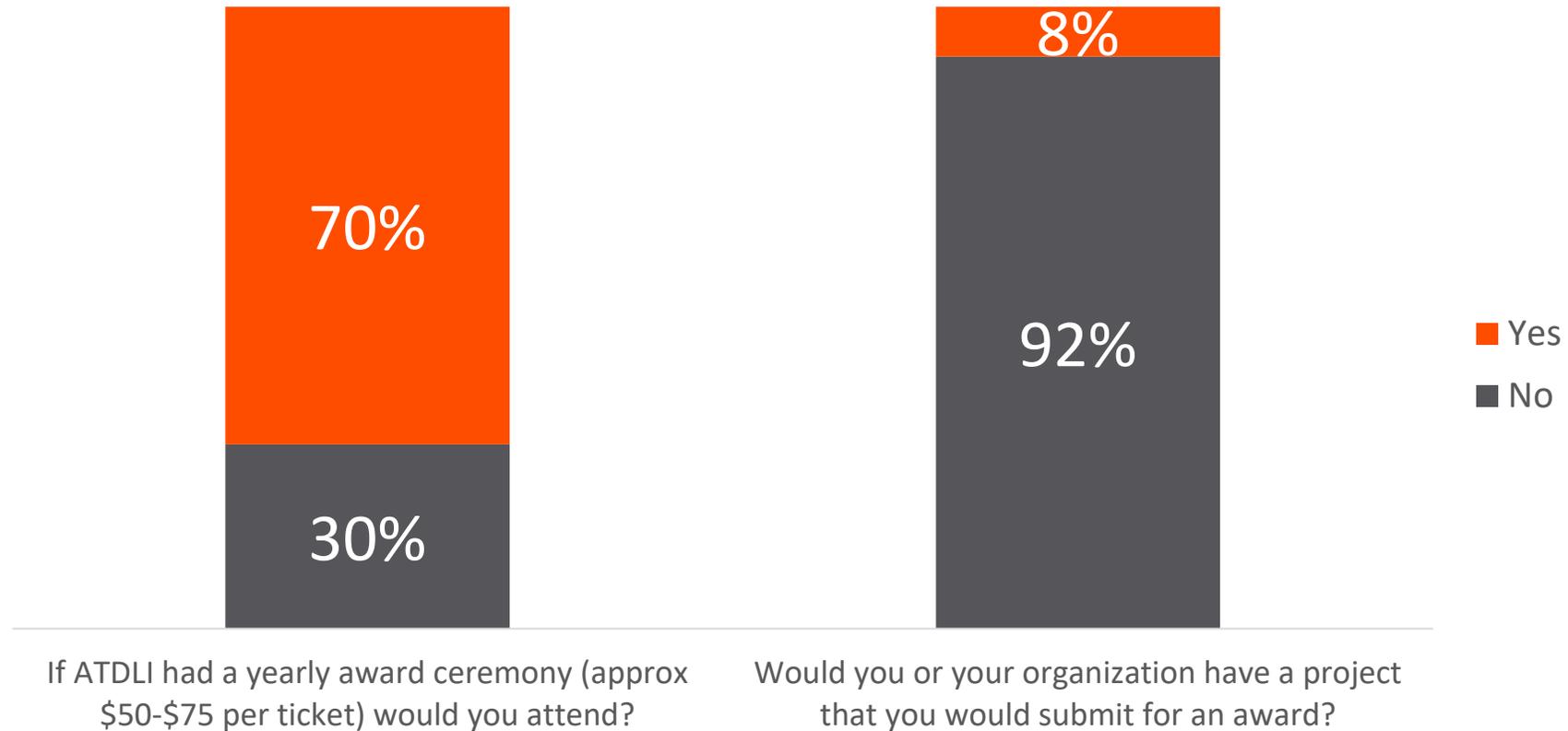
ATD Long Island Members voiced leaving due to career demands and membership costs



How satisfied were ATD LI members with the benefits provided to them?

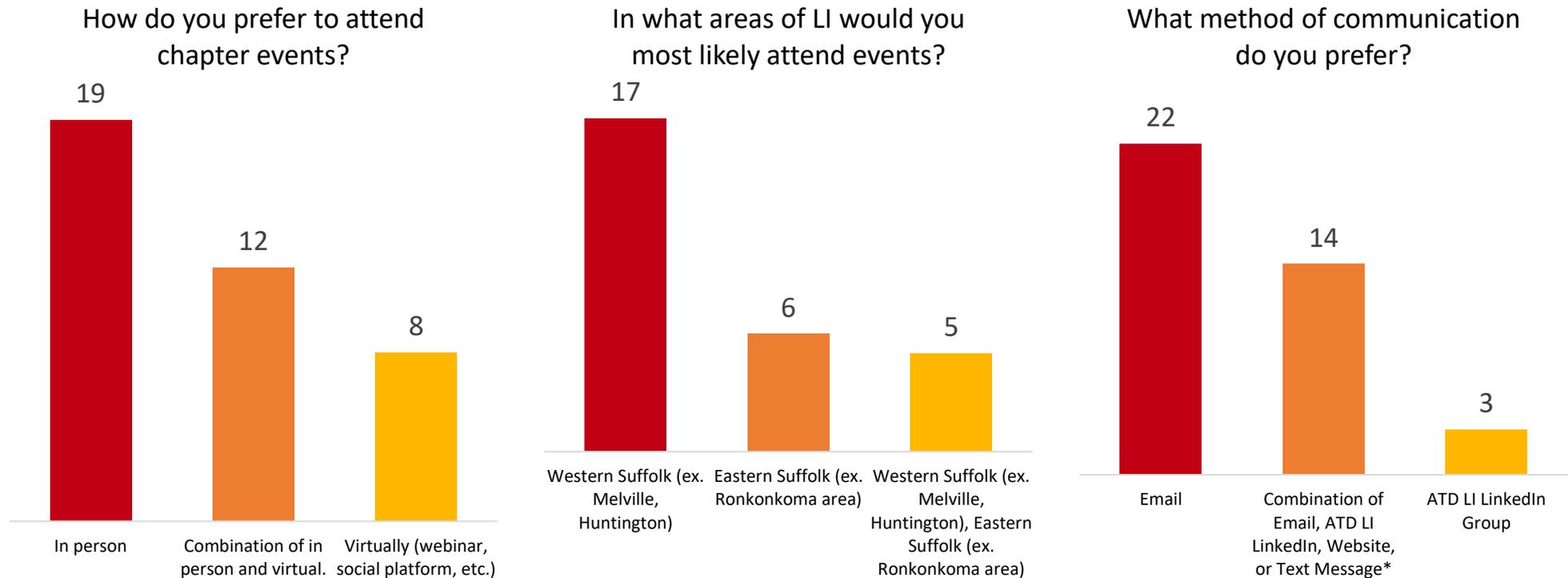


ATD Long Island Members would like to attend award ceremonies, but do not have available projects to submit



ATD Long Island members prefer chapter events in person and around Western Suffolk

79% of ATD LI members prefer an “all in one” yearly membership, which would include most services and meetings



Recommendations for ATD LI

- 1 Continue to offer virtual events to provide flexibility to those unable to attend due to career demands and to adapt to the new normal brought on by COVID-19.
- 2 Continue to offer events around Western Suffolk, while offering more events around Eastern Suffolk.
- 3 Work on perfecting the offerings of an “all in one” yearly membership; work in special virtual perks, networking, and learning opportunities available only to those who register.
- 4 Organize an award ceremony recognizing local talent development professionals for their achievements at their organizations, in the community, and within ATD.

Contact information

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