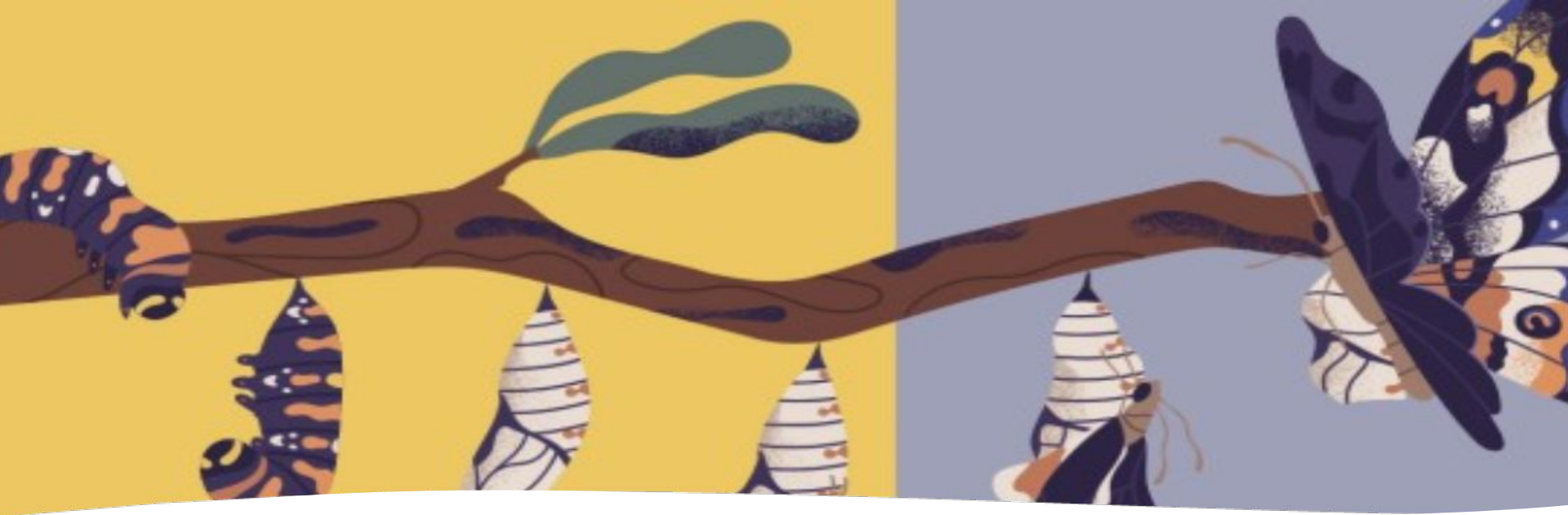Certification
Program
Update

July 2021

2020 Program Achievements
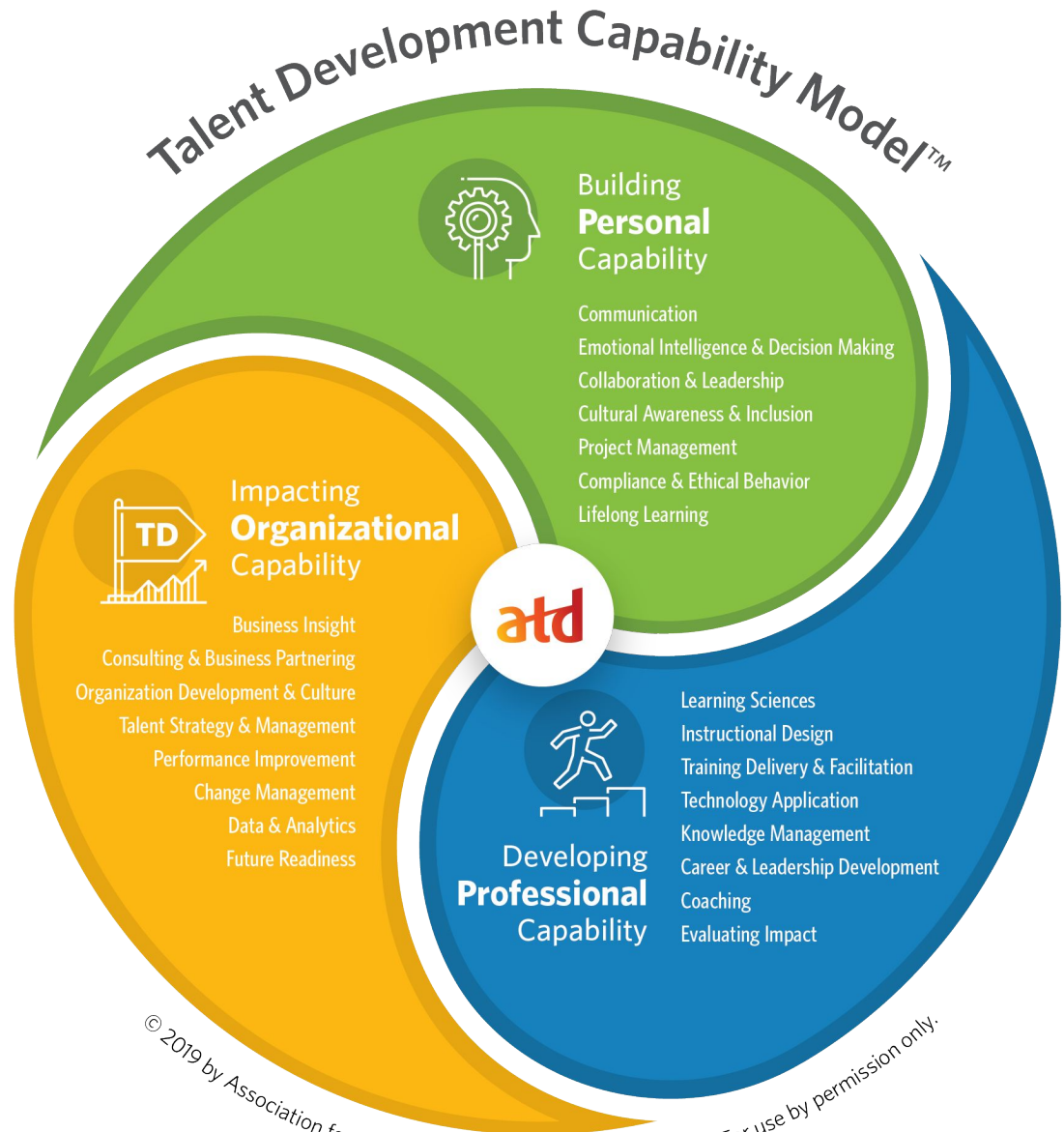
2020 was all about C H A N G E S

ATD Certification Institute Staff

Talent Development Capability Model

Policy Statistics Appeals

Morgean Hirt
Director

Holly Batts
Associate Director

Test Development/Scoring

Exceptions

Groups

Amber Bronder
Senior Marketing Manager

Certificants and Candidates

Sue Kaiden
Senior Project Manager

John Griffin
Certification Specialist

Recertification

Chapter/Study Group Support

Volunteering/Blog Writing

Registration

Retests

Certificates/Logistics

Competency to Capability

- 1 Model

- 3 domains of practice

- 23 capabilities

- 188 knowledge and skill statements

- 10,000+ users of self-assessment

- 65,000+ visitors to interactive website

Talent Development Capability Model™

Building Personal Capability

Communication
Emotional Intelligence & Decision Making
Collaboration & Leadership
Cultural Awareness & Inclusion
Project Management
Compliance & Ethical Behavior
Lifelong Learning

Impacting Organizational Capability

Business Insight
Consulting & Business Partnering
Organization Development & Culture
Talent Strategy & Management
Performance Improvement
Change Management
Data & Analytics
Future Readiness

Developing Professional Capability

Learning Sciences
Instructional Design
Training Delivery & Facilitation
Technology Application
Knowledge Management
Career & Leadership Development
Coaching
Evaluating Impact

atd

Revised Exams to Reflect New TD Capability Model

More than **250** current certificants have participated in test development

- Determining test content outlines

- Drafting items

- Reviewing and editing items

- Referencing correct answers to Resource Reading List

- Reviewing exam forms

- Participating in cut score studies

Have contributed well over 1,500 hours of time and effort

Associate Professional in Talent Development (APTD)

- **Eligibility** – 3 years of experience **PLUS** 28 hours of professional development
  - *ANY Master series course satisfies entire professional development requirement*

- **Exam Content** – Grounded in Talent Development Capability Model
  - Subset of appropriate foundational knowledge and its application in the workplace
  - 115 questions

- Building Personal Capability – 20%

- Developing Professional Capability – 50%

- Impacting Organizational Capability – 30%

APTD Statistics

- 2020 – **323** candidates

(+ 3.2% over 2019)

- 2020 – 219 **new** APTDs

(+11.7% over 2019)

- Total APTDs – **591**

(+32.8%)

Current pass rate is averaging @ 65%

In the United States,
APTDs reside in

45 states + DC

APTDs reside in
28 countries

Top 5
- United States
- Saudi Arabia
- China
- Egypt
- India/Singapore

Certified Professional in Talent Development (CPTD)

- **Name Change –** reflects wider scope of Capability Model and recognizes job roles not solely in learning

- **Eligibility** – 5 years of experience **PLUS** 60 hours of professional development
    - *ANY **Master** series course or **APTD** satisfies entire professional development requirement*

- **Exam Content** – Grounded in Talent Development Capability Model
    - Subset of appropriate knowledge and skills; focuses on application of KSAs in critical thinking and professional judgement in one-the-job scenario
    - 150 questions – a single exam

- Building Personal Capability – 20%

- Developing Professional Capability – 45%

- Impacting Organizational Capability – 35%

CPTD Statistics

- 2020 – **510** candidates

(+51.3% over 2019)

- 2020 – **366** new CPTDs

(+98.7% over 2019)

- Total CPTDs – **3,102**

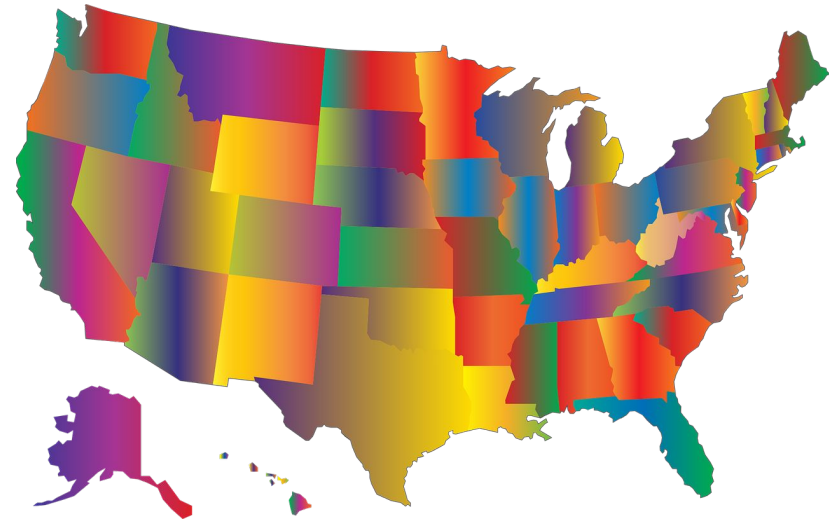(+8.8%)

- **26** former APTDs became CPTDs

Current pass rate is averaging @ 73%

cptd

CERTIFIED PROFESSIONAL IN TALENT DEVELOPMENT

ATD CERTIFICATION INSTITUTE

CPTDs reside on every continent except Antarctica

- **Top 5 are:**
  - United States
  - India
 - Saudi Arabia
  - Canada
  - UAE

CPTDs certificants reside in all 50 states + DC + PR

We Upgraded Our Technology

- **Launched Live, Remote Proctoring**
  - 39.5% of candidates tested remotely since July 2020
  - Will remain permanently

- **Launched our new online Certification Portal**
  - Online recertification *(no more paper!)*
  - Shows your progress toward recertification
  - Can be used to track activities on an on-going basis
  - Certification now reflected in your td.org profile
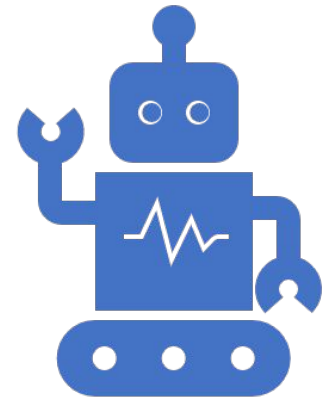
Digital Badging

- Updated all CPLP badges to reflect the new CPTD badge

- Badges now automatically issued from Certification Portal when earned; automatically updated when you recertify

- 77% Acceptance Rate

- 68% Share Rate

- Over 13,000 Views of Badge Data

  - *All rates exceed industry average*

Post-Update Focus Groups

- **Post-CPTD Pilot**
  - Discussed exam format; timing; testing experience
  - Pre-exam communications and prep options
  - Used data to make changes post-beta exam
  - Add resources for new item types

- **APTD (six months after launch)**
  - Discussed exam format; timing; testing experience
  - Pre-exam communications and prep options
  - Used data to update communications/expectations

- **Employers**
  - Twelve hiring managers
  - Discussed their expectations about certification
  - Used data to update messaging and develop employer-facing materials
    - In 2020, more than **2,200** job postings with APTD or CPTD preferred or required

Launched Certification Bundles for Employers

Helps companies support employees to pursue certification as a cohort

- Includes preparation options
- Extra coaching calls with a facilitator
- CI support to keep team on track and support the application process
- Volume discount on fees
- Aggregate benchmarking report post-exam

Recertification Changes

- No changes to timeframe *(still 3 years)*

- No need to take an exam for new capabilities

- All individuals recertifying MUST submit a minimum number of **continuing education points** from topics related to the new capabilities

- New capabilities for each credential defined in Recertification Handbook

	APTD	CPTD
Minimum Continuing Education Hours Required in New Capabilities	15	20
TOTAL Points Required Across All Categories	40	60
Continuing Education category = activities in which you have been the **participant**		

Certified Professional in Talent Development™ (CPTD)

Credential #: 11554542 | *2 years remaining*

PROFESSIONAL DEVELOPMENT POINTS PROGRESS

| 14 completed | 46 remaining |

You may begin posting recertification activities as soon as you earn the CPTD. **You will be able to submit your completed application beginning 90 days before the expiration date.**

Recertification requires a total of 60 credits, distributed across several categories. You will receive a maximum credit for each category as follows:

CPD Category	Max Points/Cycle
Continuing Education	45
Leadership and Recognition	20
On-the-Job Experience	20
Research and Publishing	20
Speaking and Instructing	20
Professional Membership	15

Requirements

Professional Development →

New Capabilities Continuing Education →

Home

CREDENTIALS

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INFORMATION

Documents

Messages

EXAMS

Schedule Exam

Results

RECERTIFICATION ACTIVITY

Manage Activities

Key Recertification Tips

Map content to the Talent Development Capability Model by reviewing the details of the Model

Count the actual number of sessions you attend at a conference to determine number of hours/points to report

When watching recorded sessions, report the day you watched them – not the date of the conference

Yes – you should be listing each session separately

Where Can I Get Professional Development?

Focus on International Markets

- Candidates from outside the United States
  - 42% of APTD candidates
  - 20% of CPTD candidates
  - Large clients in China and Saudi Arabia

- Information sessions held at 8 international ATD Summits

- WeChat prep groups supported by certificants in China

- Informational webinars and study groups supported by current certificants in the Middle East region

- Regional Zoom calls for prospective applicants to talk to current certificants

BEIJING CHINA

DUBAI

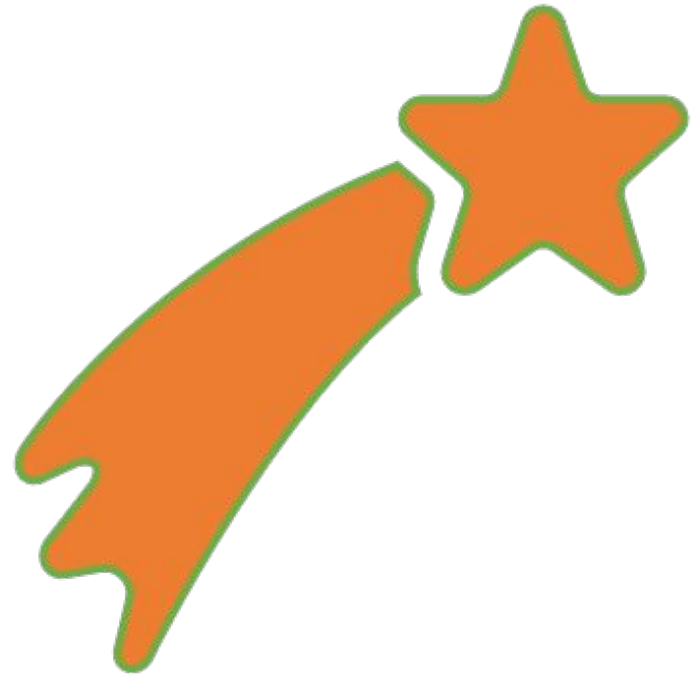AGRA INDIA

MALAYSIA

Looking Ahead - 2021
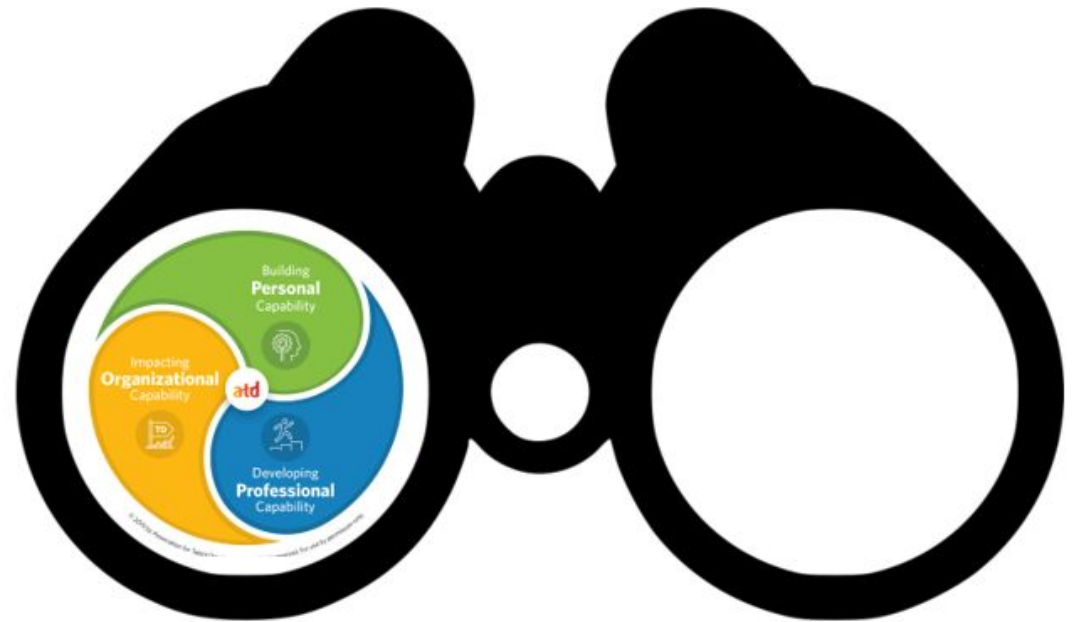
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ANNIVERSARY

Our Pioneers!

- **75** individuals originally certified in April 2006 are still certified, having completed their **5th** recertification cycle earlier this year

- **38** individuals from December 2006 are coming up for renewal this December

ATD21@HQ

Join us **Sunday, August 29** for Certification Reception *(RSVP)*

Stop by **ATD Central** to get your certification ribbon, commemorative conference pin, and giveaway

Reserved seating for keynote sessions; you MUST add it to your agenda in the app

ATD21@Home

Join us **Sunday, August 29** for a virtual Certification Reception via Zoom (*RSVP* – must be registered for ATD@Home)

Details to come soon

Candidate Resources

Support guide for study groups

Application-based flashcards *(beta version)*

New practice exams – available as part of ATD's Prep Course and sold separately *(late Fall 2021)*

Creating Community

LinkedIn Groups – this is your "safe space" to ask questions and share solutions

**Networking by Volunteering** – Zoom calls for candidates, item writing, fireside "chats"

More **opportunities to connect** with each other virtually – what would you like to see?

New Talent Development Capability Model Feature

- **Team-based** feature

- Provides a **manager assessment** of direct reports on Capability Model

  Report on alignment between assessments facilitates important development conversations

- **Aggregated self-assessment** data on skill strengths and development areas across the entire organization

  Company-defined filters (such as role, business unit, or location) to get segmented views of the data and find trends and opportunities data across a team

- **Team Learning Plans** can be created with targeted ATD resources

Questions & Feedback
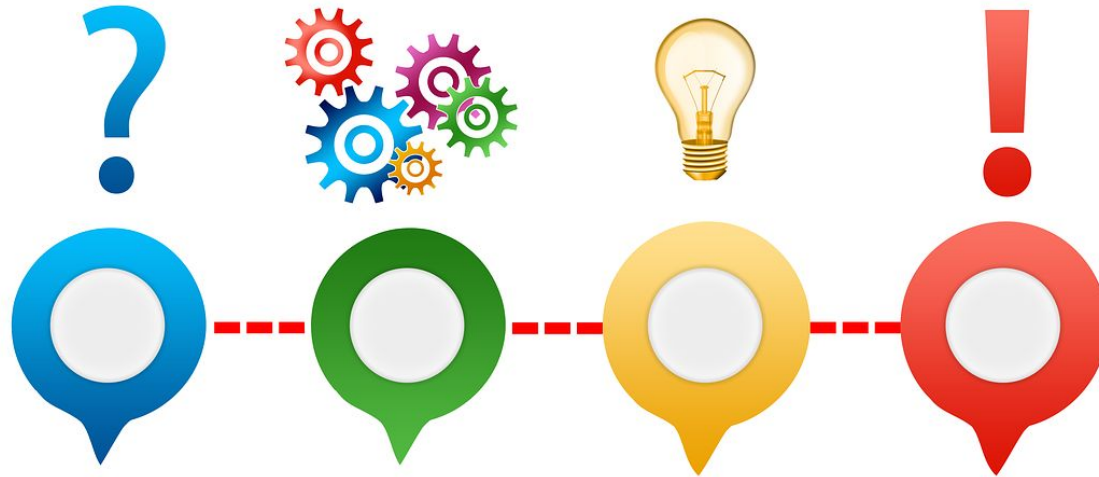
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