*“Increasingly, business leaders realize that the most important asset in our knowledge economy is talent, and a skilled workforce is the key to realizing results. We encourage all organizations to demonstrate their commitment to learning by recognizing Employee Learning Week.”*

Tony Bingham, ATD President and CEO

**About**

Employee Learning Week (ELW) is a national campaign designed to recognize organizations which invest in the development of their workforce, and highlight the subsequent ROI which results from that investment. We are seeking nominations from organizations big and small in the Delaware Valley to honor the outcome of efforts made to invest in talent.

Winners will be selected by the ATD-PHL Board of Directors from the nominations and recognized at an evening cocktail party on December 9, 2015 in Center City. Recognizing the different needs and resources of large, mid-size and small organizations, we will recognize one, top submission from each category. **Deadline submission: October 30, 2015**

**Application for Formal Recognition**

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| --- | --- | --- | --- |
| **Name of Organization:**  **Department (if applicable):** | **Contact Name, Title:**  **Email:**  **Phone:** | | **Size (please circle one):**   * Large: 1000 > employees * Mid-sized: 999-100 employees * Small: > 100 employees   **ATD member who referred your organization:** |
| **Briefly describe the workforce development initiative (Program, event, incentive etc.):** | | | |
| **Please describe at least three highlights of the workforce development initiative:**  1.  2.  3. | | | |
| **Briefly describe the business need for the initiative:** | | **Describe the measurable outcome or return on investment—what was the *outcome*:** | |
| **Please attach at least one piece of evidence to showcase the result of the initiative. All supporting evidence will be kept in confidence.**  *Examples:*   * Lift in reporting/metrics * Engagement survey lift * General survey data post-event (may include some anecdotal info) * Other sources may be considered | | | |

**Supporting Evidence\***

**[Attach]**

**\*Please note—The ATD PHL Board of Directors’ evaluation process will be heavily influenced by the outcome of the workforce development initiative and its impact on the workforce.**