

FOR IMMEDIATE RELEASE

City of Houston to Recognize Employee Learning Week 2014

Employee Learning Week is a campaign started and sponsored by the Association for Talent Development (ATD) to increase awareness and highlight the important connection between learning and achieving organizational results



Houston, TX – November 26, 2014 – To increase awareness about the strategic value of learning in organizations, the Association for Talent Development (ATD), formerly ASTD, has declared December 1 – 5, 2014, as “**Employee Learning Week**.” This is an opportunity for organizations to showcase the important link between developing employees skills and achieving organizational results.

ATD research shows that organizations continue to invest in growing the knowledge and skills of their workforce. “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,” said Tony Bingham, ATD President and CEO.

The Learning and Development Center is hosting a webinar during ATD Employee Learning Week, December 1-5, 2014. In this webinar, the Learning and Development Center will provide an introduction to ATD’s Houston Chapter Employee Learning Week, address the growing skills gap and increased need to develop a knowledgeable and highly skilled workforce. This is an opportunity for organizations to facilitate a dialogue about the importance of learning and continued education, in spite of attrition and the need to do more with less. To register for this event, go to <https://attendee.gotowebinar.com/register/4903321944738614274>.

Last year, 51 organizations and ATD chapters recognized Employee Learning Week through events, meetings, and communication with members. Nine ATD chapters recognized the week through Employee Learning Week proclamations in their city, county, or state.

To learn more about the *Learning and Development Center—the Center for Excellence* and their recognition of Employee Learning Week, visit www.employeelearningweek.org, or email to elw@astd.org.

About LDC

The Learning and Development Center (LDC), formerly the E.B. Cape Center, is a strategic development and employee performance improvement organization offering comprehensive training solutions that significantly affect performance and institutional outcomes.

LDC’s consultancy is comprised of an experienced team of professionals with the knowledge and capabilities to design and implement strategies that help our clients achieve their goals. LDC’s primary focus is to provide transformational learning programs that enhance the skills and job competencies, as well as improve performance and overall satisfaction for the City of Houston’s workforce. For more information, visit www.houstontx.gov/ldc

About ATD

The Association for Talent Development (ATD), formerly ASTD, is the world’s largest association dedicated to those who develop talent in organizations. These professionals take the knowledge, skills, and abilities of others and help them achieve their full potential.

ATD’s members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports the work of professionals locally in more than 125 chapters, international strategic partners, and global member networks.

Started in 1943 as the American Society of Training Directors, this organization evolved to become the American Society for Training & Development. As the scope and the impact of the training and development field has grown, the profession’s focus has broadened to link the development of people, learning, and performance to individual and organizational results. For more information, visit <http://www.astd.org>.

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Mahogany Johnson
832.395.4895
mahogany.johnson@houstontx.gov