

2024 Annual Report

Updated for 2025! NNJ ATD Vision & Mission

Our Vision: To be the community of choice for learning and development professionals in our region, recognized for engaged and active networking and unwavering commitment to the advancement of talent, learning, and performance in the workplace.

Our Mission: The Northern NJ Chapter of the Association for Talent Development (ATD) is committed to empowering professionals across business, education, non-profit and government sectors by providing exceptional education programs, network opportunities, and resources.

Reflections From Our President

As we approach the close of another year, I want to take a moment to reflect on the incredible progress we've made together and share my gratitude for your unwavering commitment to our shared vision and mission. This year has been one of growth, resilience, and achievement for NNJ ATD. Together, we've:

- Launched the Executive Learning Network and Career Transition Special Interest Group.
- Offered 20 events for our members and guests with 237 registrations and overwhelming approval indicated in the annual membership survey.
- Managed transitions-both planned and unplanned-and maintained a high-performing chapter that will continue to grow in 2025.

These accomplishments are a testament to the dedication and passion of our members, volunteers, and board members. Your contributions, whether through active participation, innovative ideas, or steadfast support, are what make our association thrive.

As we look to the year ahead, I am excited about the opportunities that lie before us. We are going to migrate to a new website platform that will be more modern and enhance both the experience of members and volunteers. Our programming is going to continue to expand and 2024 initiatives will continue to grow and mature. We have defined four critical organization-wide strategies that we will take action on-please read more on slide 8!

On behalf of the Board of Directors, thank you for being an integral part of the NNJ ATD chapter. Your energy and commitment inspire us to serve with purpose and dedication. I also want to extend a very special thanks to our program sponsor Judge Learning Solutions for the commitment and support of our chapter.

Wishing you and your families a joyous holiday season and a prosperous new year.

My best,
Kristen Illes, CPLP

2024 Goals

1. Target 10% net membership growth.
2. Increase marketing and social media presence.
3. Increase operating efficiency.

2024 Chapter Activities

12 Monthly Mid-Atlantic Regional Webinars

Launched the Executive Learning Network (ELN) designed exclusively for learning executives.

March Networking Event: “How to Strategize in Style” @ Buffalo Wild Wings

May Virtual Meeting: ”Growing Together...Meet Your Board”

June Networking Event: Fun & Games @Cricket Hill Brewery

August NNJ ATD and Mid NJ Chapters’ Networking & Dinner @ The Red Oak Grille

Monthly Career Transition SIG launched in September!

NNJ ATD Membership Directory

NNJ ATD Consultant Directory

NNJ ATD LinkedIn Group

MEMBERSHIP BY THE NUMBERS

54

Total number of chapter members as of the last day of the reporting period.

46%

Percentage of total chapter members who are Power Members, as of the last day of the reporting period. Power Members are those who are members of both the NNJ ATD and ATD.

94%

The percentage of members who indicated on our annual survey that they plan to renew their membership.

82%

Percentage of members who indicated on our annual survey that they found events of value. *11% of respondents didn't attend an event so couldn't rate.

2024 Financial Report

- Our Chapter is supported through volunteerism, membership dues, program fees and sponsorships.
- The 2025 budget was approved by the Board on December 10th, 2024.
- We are closing our 2024 with a small revenue surplus which reflects the fiscal stewardship of the Board and support of members and program sponsor.

2025 Organization-Wide Strategies



GROW A DIVERSE MEMBER POOL.



ONGOING DEVELOPMENT OF AN ACTIVE NETWORK WHERE MEMBERS EXPERIENCE VALUE AND PROFESSIONAL DEVELOPMENT.



SUPPORT AN ENGAGED GROUP OF VOLUNTEERS TO BE SUCCESSFUL ON BEHALF OF THE CHAPTER AND ITS MEMBERS WHILE CONTRIBUTING TOWARDS THEIR PROFESSIONAL DEVELOPMENT.



CONTINUE TO DEVELOP A SUSTAINABLE CHAPTER WITH RESPECT TO ITS RESOURCES AND CAPACITY.

2025 Annual Goals

COMMITTEE	GOAL DESCRIPTION: strategic work in addition to “business as usual”.	TIMELINE	RELATED ORGANIZATION-WIDE STRATEGY
Corporate Networks	-Launch a mentorship program.	Q1	Ongoing development of an active network where members experience value and professional development.
Leadership & Talent Development	-Update New Board Member Orientation.	Q1	Support an engaged group of volunteers to be successful on behalf of the chapter and its members while contributing towards their professional development.
	-Lead committees to create standard volunteer onboarding practices.	Q3	Continue to develop a sustainable chapter with respect to its resources, capacity and resources.
Marketing & Communications	-Grow social media following, activity & brand visibility. -Increase brand recognition within local community. -Volunteer spotlights.	Ongoing	Grow a diverse member pool. Ongoing development of an active network where members experience value and professional development. Support an engaged group of volunteers to be successful on behalf of the chapter and its members while contributing towards their professional development.

2025 Annual Goals, cont.

COMMITTEE	GOAL DESCRIPTION: strategic work in addition to “business as usual”.	TIME LINE	RELATED ORGANIZATION-WIDE STRATEGY
Membership	<ul style="list-style-type: none"> -Design a membership drive with diversity targets to ensure inclusion and belonging. -Launch membership drive. -Launch New Member Orientation. 	Q1 Q2 Q1	Grow a diverse member pool. Ongoing development of an active network where members experience value and professional development.
Operations	<ul style="list-style-type: none"> -Update website to be more modern and user-friendly. 	Q1	Continue to develop a sustainable chapter with respect to its resources, capacity and resources.
Programs	<ul style="list-style-type: none"> -20 Chapter Networking, Career SIG and Learning Events -12 Regional Webinars 	Q1- Q4	Ongoing development of an active network where members experience value and professional development.
Special Projects	<ul style="list-style-type: none"> -2026 70th Chapter Anniversary Celebrations -Redesign of sponsorship packages. -Launch sponsorship outreach. -Finalize committee SOPs (Standard Operating Procedures) 	Q3- Q4 Q1 Q2 Q4	Ongoing development of an active network where members experience value and professional development. Continue to develop a sustainable chapter with respect to its resources, capacity and resources.

Call To Action!



Attend [Regional Webinars](#) to network with L&D professionals from 8 Chapters and gain professional development on cutting-edge topics.



Join us for our [in-person networking events](#)...bring a L&D friend or co-worker! Expand your network, develop professional relationships with a warm and welcoming community. Always lightly facilitated to keep things easy and fun.



Include your profile in the Membership and/or Consultant Directories on our website. Leverage these resources to expand your network, learn more about different L&D roles, and/or hire talented L&D consultants.



If you are a learning leader, join the [Executive Leadership Network](#). Provide a corporate membership for your L&D team members.



Volunteer! Check out [volunteer postings](#) and/or connect with [Pamela Sammarco](#) about your ideas for volunteering.



Join our *LinkedIn Group*, network, contribute thought leadership within our community, share interesting L&D articles, share job postings or consultant opportunities.



[Power Up](#)-maintain your NNJ ATD chapter membership and national ATD membership.

2024 Board of Directors



President Elect-Kristen Illes



VP, Programs-Susan Mondano



VP, Membership-Joseph Alvarez



VP, Leadership & Talent-
Pamela Sammarco



VP, Marketing & Communications-
Maria Rivera



VP, Corporate Networks-
Christine Troianello



VP, Operations-David Presley



VP, Finance-Tim Tyler

2024 Board Members at Large & Volunteers

Board Members at Large: Anthony Irace & Nancy Cattle

Corporate Networks: Anthony Irace & Mary Bruno

Finance: Julian Spruth

Marketing & Communications: Kyle Allen, David Hutchinson, Julian Spruth, Elizabeth Tiernan

Membership: Lisa Van Der Wall

Operations: Mary Bruno, Paul Nichols, Max Spruth and Tom Glasscock

Programs: Daniel Greenberg, Jeanmarie Collins, Marcia Chambers, Staci Taustine

Many Thanks To Our Corporate Sponsor!



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