

LEARN.  
TEACH.  
LEAD.™

ASCD®

2015  
ANNUAL  
REPORT





The ASCD Annual Report traditionally focuses on a specific theme that highlights the particular focus of that year. However, for 2015, we have turned our attention to a timeless concept that connects our rich history with an exciting future. This year's annual report "Learn. Teach. Lead." ensures we never lose sight of our highest aspirations. Advancing the education profession and developing stronger support for student success are vital to our mission.

ASCD has always been an important resource for me throughout my career. Over the past few months, it has been invigorating to dig deeper into ASCD's history as well as its current programs, products, and services. Assuming my new role in the association has only deepened my appreciation for those who have helped to craft the rich history of ASCD and for our incredible members worldwide. Without these thought leaders, ASCD could never reach its mission to help transform our education system to truly benefit all students.

As a practitioner, I remain deeply appreciative of your leadership in districts, schools, and classrooms each and every day. Students count on us to make the best decisions possible, and ASCD strives to support you as you face the complexities of education. Remember our collective responsibility to Learn. Teach. Lead. Together we will continue to make a difference.



## ALWAYS LEARNING, TEACHING, & LEADING

Message from the Executive Director  
and CEO, **Deborah S. Delisle**



# LEADING ASCD INTO THE FUTURE

Message from  
the President,  
**Matt McClure**



2015 was a crucial year for ASCD, and it has been my honor to serve as President during this exciting transitional time. Notably, we welcomed our new Executive Director, Deb Delisle, whose career has

taken her through every level of education and provided her with the exact blend of experience and insight to lead ASCD into the future.

Each ASCD member is an invaluable stakeholder in our mission to promote the success of each child, and as you read through the accomplishments and partnerships highlighted in this annual report, you will see focused efforts to ensure each child, in each school, in each community is healthy, safe, engaged, supported, and challenged.

As you review the 2015 report, I hope you will keep in mind that each time you engage with us, you inform and guide our efforts to advocate for the education profession and create innovative programs, products, and services that meet your greatest needs. Thank you for your engagement with ASCD, and, just as importantly, for ways you will help lead ASCD into the future.

MEET ASCD'S

## BOARD OF DIRECTORS

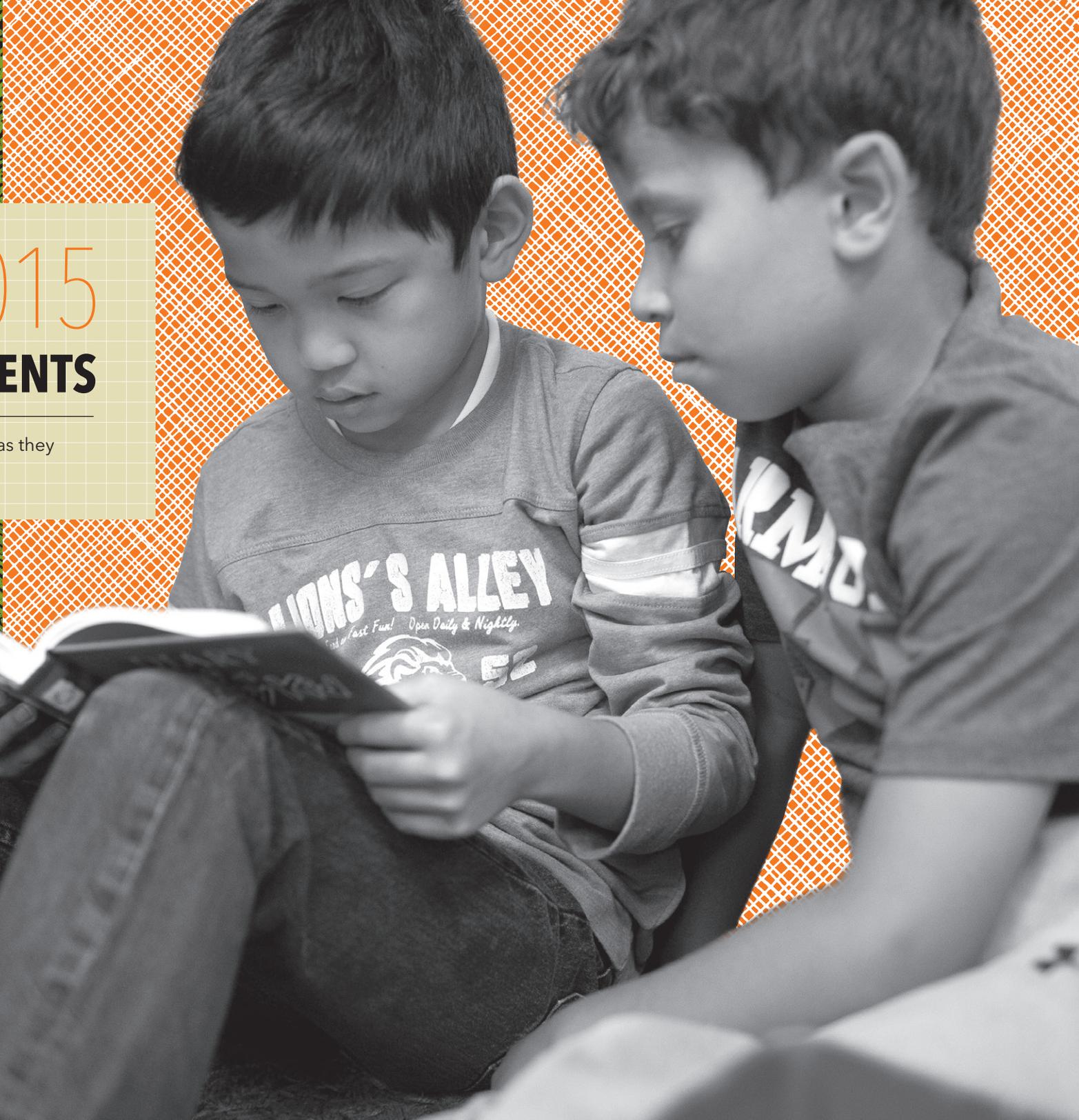
**From left to right:**

William Potts-Datema  
Joshua Garcia  
Ronald Butler  
Leslie Grant  
Ben Shuldiner  
Lorraine Ringrose  
Jon Chapman  
Pam Vogel  
Matt McClure  
Nancy Gibson

# ASCD 2015

## KEY ACHIEVEMENTS

Read how ASCD supports educators as they **learn, teach, and lead.**





# LEARN

ASCD explored the connection between poverty and education during its Spring 2015 Whole Child Symposium, held at the Newseum in Washington, D.C. Educators took a close look at the nation's socioeconomic status and discussed its relevance to school reform and education improvement efforts. Based on these discussions, ASCD released a **new report on poverty and education** (PDF), highlighting poverty's effect on schools and classrooms and the actions educators, policymakers, and community members can take to ensure positive outcomes for our nation's children, especially those most vulnerable.



It's irresponsible for us, as citizens, to even consider a policy that doesn't consider poverty.”

**Kathleen Budge,**  
*Panelist at Spring 2015  
Whole Child Symposium*

## LEARN CONT.

Making decisions about student readiness, teacher performance, and school quality should never be based on a single state assessment. Thus, ASCD called on policymakers to institute a **two-year moratorium** on using new state standardized assessments for accountability purposes. ASCD also called on Congress and the Obama administration to adopt **recommendations** (PDF) that promote the success of students, educators, schools, communities, and the nation, including reauthorizing the Elementary and Secondary Education Act (ESEA), establishing multimetric accountability systems, honoring and supporting the education profession, and reducing reliance on standardized testing.



If teachers  
have a voice,  
students will.

**Peter DeWitt**, *Panelist at Fall 2014 Whole Child Symposium*

To fully understand next-generation accountability systems and how they can be achievable and successful, ASCD released a white paper, **Multimetric Accountability Systems: A Next-Generation Vision of Student Success**, which examined multimetric accountability systems from Tacoma, Washington; California's CORE districts; New Hampshire's PACE districts; Kentucky; and Alberta, Canada. The paper highlights how each has successfully enacted accountability models using multiple measures to determine if they are best serving students. This paper provides powerful narratives of each locale's work in this crucial issue.





## LEARN CONT.

ASCD produced 31 new **professional development publications** from leading education experts. These books include full-length titles and the short-format ASCD Arias™ series, designed to answer the question, “What keeps you up at night?” ASCD is honored to have published books by two passionate educators who left the world far too soon: **17,000 Classroom Visits Can’t Be Wrong**, coauthored by the late James Garver, and **Solving 25 Problems in Unit Design: How do I refine my units to enhance student learning?**, coauthored by the late Grant Wiggins. ASCD salutes these two passionate educators who helped change the face of education.

“Students should prepare for adult life by studying subjects that suit their talents, passions, and aspirations as well as needs.”

**The late Grant Wiggins**, ASCD author



If we are truly blessed, we find colleagues who help us reflect on our practice, stretch our thinking, and force us to recognize our weaknesses and refine our strengths.”

**John V. Antonetti**, ASCD author and fellow colleague of the late James R. Garver

ASCD released updated **Whole Child Snapshots** to determine whether our nation has made any progress in supporting the whole child and highlight areas of improvement. This 50-state review shows how well each individual state is meeting the comprehensive needs of its children and provides recommendations on how families, educators, and communities can make improvements to support the whole child and help students become productive adults and engaged citizens.

More than 8,600 educators received professional learning on-demand by attending **ASCD’s series of webinars**. These webinars, hosted by leading education experts including ASCD authors, address timely and relevant topics in education, including increasing student engagement, tackling Common Core State Standards, and improving classroom instruction.

# TEACH



If you worry  
about the  
resources  
being too low  
and standards  
being too high,  
you'll never  
move.”

**Tiffany Anderson,**  
*Panelist at Spring  
2015 Whole Child  
Symposium*

ASCD launched the **Common Core Resources Project** on iTunes U, featuring 23 free iTunes U courses that help educators successfully implement the Common Core State Standards (CCSS) and teach effectively using iPads. The courses, designed by teacher teams comprising Apple Distinguished Educators, members of PARCC Educator Leader Cadres, and ASCD teachers, are focused on CCSS for math and English language arts at each K-12 grade level.





## TEACH CONT.

ASCD partnered with North Carolina and Northeast ASCD affiliates to cohost two ASCD EdSpace professional learning events on the **FIT Teaching® process**. In November 2014, North Carolina educators had the opportunity to learn how culture, purpose, and structured teaching can lead to true student achievement through face-to-face and virtual components. In March 2015, FIT Teaching creators Douglas Fisher and Nancy Frey led the event for educators in Maine, Massachusetts, New York, Rhode Island, and Vermont. During both events, attendees had opportunities to ask questions, hold in-depth discussions, share ideas with fellow attendees, and strategize how to apply their learning in the classroom.

ASCD discussed the value of teacher leadership during its **Fall 2014 Whole Child Symposium**. Education leaders, experts, and practitioners defined the teacher leader role, analyzed its importance to the profession, and described how administrators and the education system can support teacher leaders.

# TEACH

 CONT.

**The Microsoft Corporation** collaborated with SmartBrief to sponsor a series of ASCD webinars for educators seeking ways to improve technology skills and use Microsoft OneNote to save time, become better organized, and collaborate more effectively. More than 1,000 educators engaged in deepening their knowledge about creating a culture of learning using technology.



**OverDrive, Inc.**, digital distributor of e-books, audiobooks, music, and video titles, hosted a Food for Thought luncheon at the ASCD 70th Annual Conference and Exhibit Show and sponsored a series of webinars on how educators can successfully implement digital content in schools. More than 1,000 educators tuned in to learn how a school district successfully made the digital transition and implemented e-books and other digital curricular resources to help empower students in their learning.





# LEAD

“ A teacher leader is that person who steps inside another teacher’s practice and expands it.”

**Robyn Jackson**, *Panelist at Fall 2014 Whole Child Symposium*

Millions of educators around the world have participated in professional development opportunities as part of **Connected Educator Month (CEM)**, a campaign developed by the U.S. Department of Education and its partners as part of the Connected Educators initiative. In October, ASCD was the official leader for CEM’s “Educator Professional Development & Learning” theme. During this month-long campaign, ASCD provided free professional development resources, offered special discounts, and facilitated productive professional development discussions, all hosted on the ASCD EDge® social network and across the association’s social media platforms. Resources and discussions were related to various topics and subthemes, including educator observations, school culture, planning and designing professional learning, and professional learning communities.



“

I've become the community leader. I'm the voice of the voiceless right now in my community.”

**Louis Torres**, Panelist at the Spring 2015 Whole Child Symposium

## LEAD CONT.

Each year, ASCD acknowledges a school that best exemplifies the five tenets of ASCD's Whole Child approach—ensuring that every child is healthy, safe, engaged, supported, and challenged. In 2015, ASCD recognized Magnolia Elementary School of Joppa, Maryland, as the 2015 recipient of its **Vision in Action: The ASCD Whole Child Award**. This award is designed to recognize schools that go beyond a vision for educating the whole child to actions that result in learners who are knowledgeable, emotionally and physically healthy, civically active, artistically engaged, prepared for economic self-sufficiency, and ready for the world beyond formal schooling.

ASCD was among a handful of national education organizations that participated in the selection process of **Apple's ConnectED** commitment, a multiyear grant program aimed at transforming learning in schools in many of the nation's most underserved communities. Apple ConnectED awarded 114 schools with grants to support their educational goals with technology.

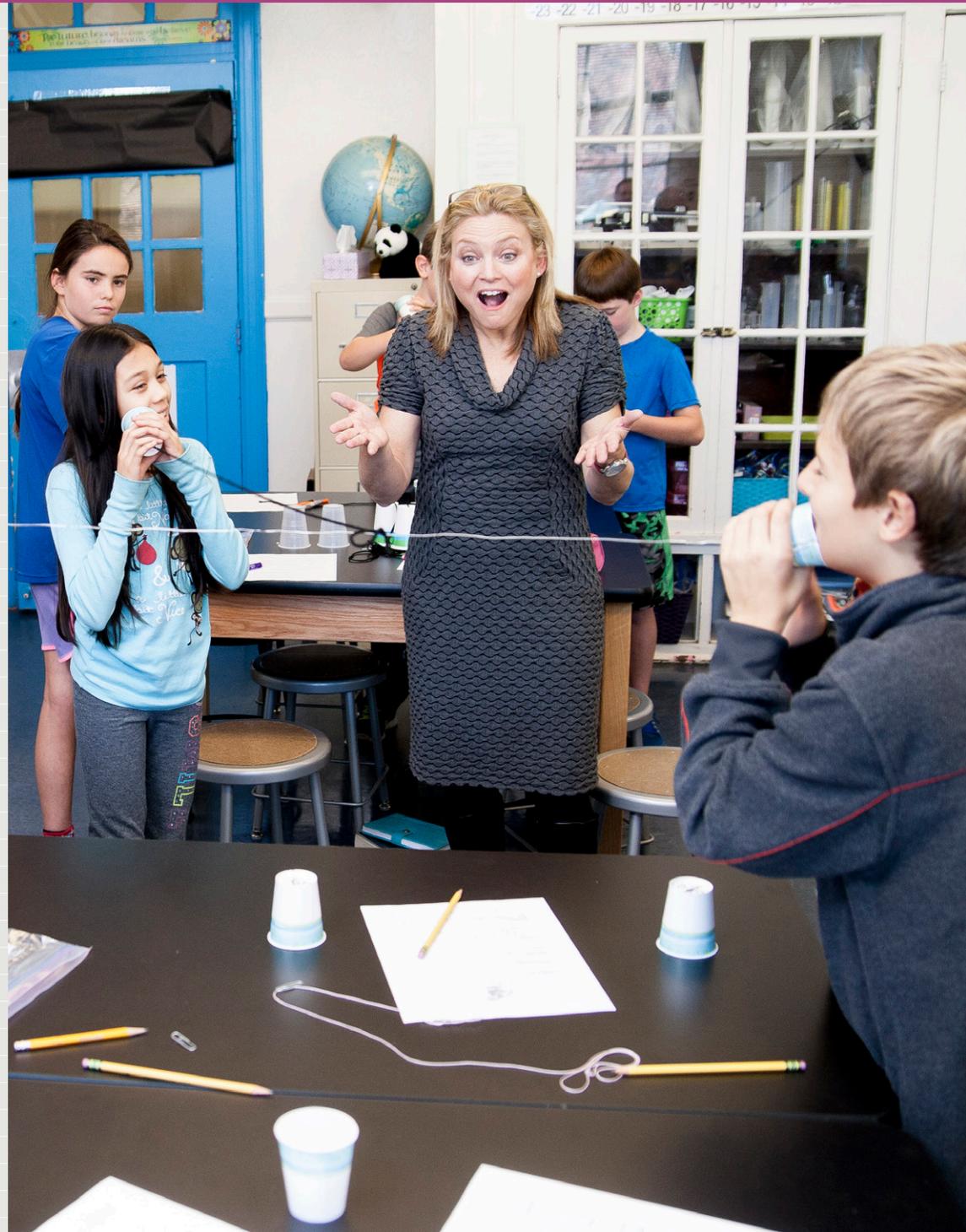
# LEAD

CONT.

ASCD selected 46 educators for its 2015 class of **Emerging Leaders**, a program that recognizes and prepares young, promising educators to influence education programs, policies, and practices on the local and national levels. The 2015 Emerging Leader class is the largest since the program's inception in 2005 and includes educators from 21 states, Indonesia, and Pakistan who hold a variety of roles, including principal, teacher, consultant, curriculum director, and administrator.

ASCD added several new features to its flagship magazine, **Educational Leadership (EL)**. Educators can now purchase a 10-pack subscription to *EL*, which features cutting-edge articles and provides rich, accessible professional development content for educators looking to enhance their learning. Other additions to the magazine include a video column by ASCD authors Doug Fisher and Nancy Frey, a calendar of ASCD institutes and conferences, and an expanded *EL* study guide that shares a list of resources for educators to use as conversation starters for professional development.

Two of ASCD's association newsletters, **Education Update** and **ASCD Express**, won Silver EXCEL Awards from the Association Media and Publishing. ASCD also won three APEX awards for *Education Update* and for its flagship magazine, *Educational Leadership*. The Association of American Publishers also honored *Educational Leadership's* April 2014 issue, "Writing: A Core Skill," with a REVERE Award in the category of Outstanding Single Issue.



## ASCD FINANCIAL RESULTS FOR

# FISCAL YEAR 2015

(September 1, 2014–August 31, 2015)

## REVENUE

Publications and Products.....	\$17,390,422.00
Membership Dues & Subscriptions.....	\$10,850,395.00
Professional Development Institutes & Conferences.....	\$6,693,771.00
Investments.....	(\$374,928.00)
Annual Conference.....	\$4,501,274.00
Advertising.....	\$1,171,161.00
Grants.....	\$146,204.00
Other.....	\$1,588,801.00
<b>Total Revenue.....</b>	<b>\$41,967,100.00</b>

## EXPENSES

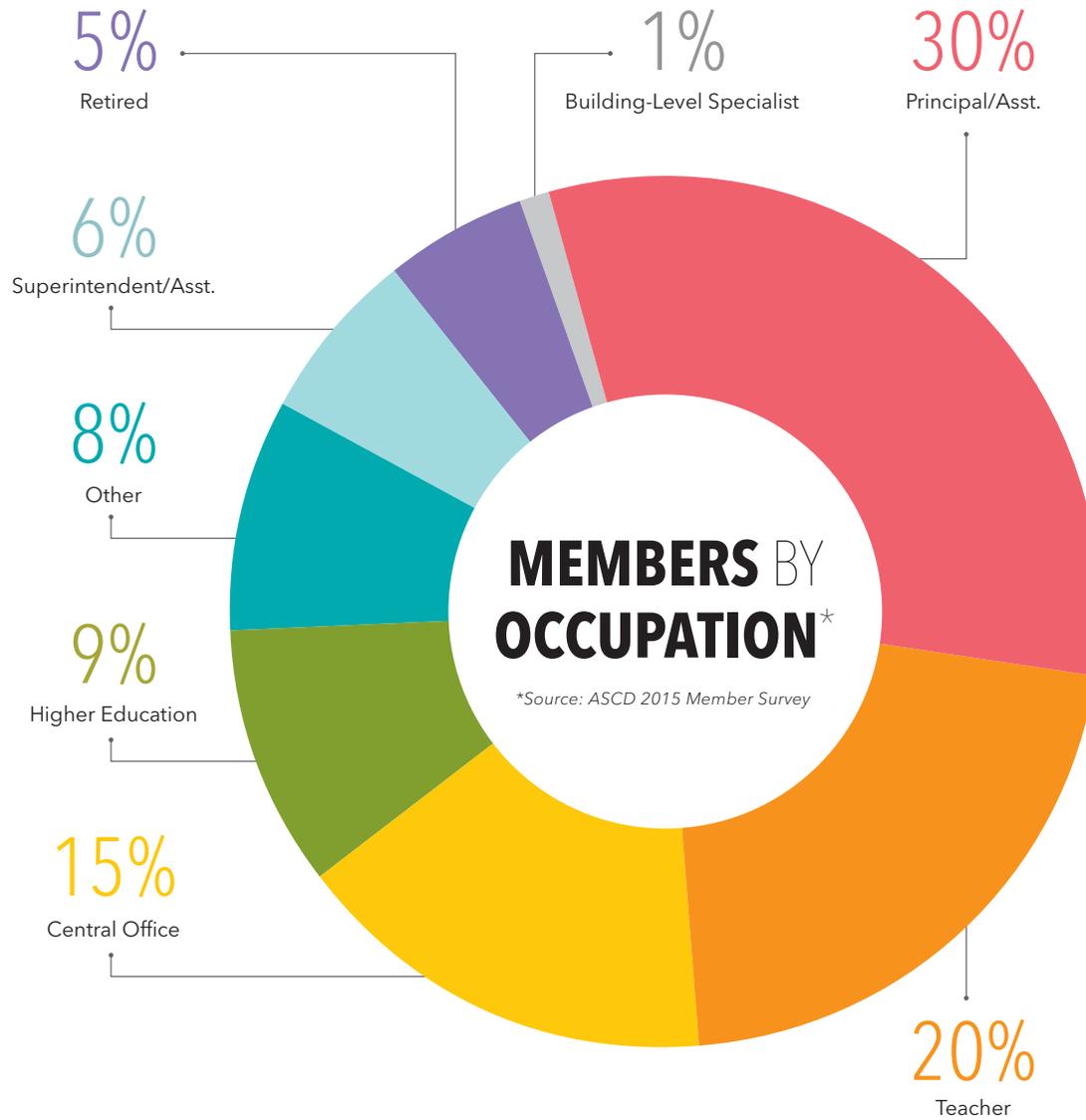
### Program Services

Publications.....	\$9,767,025.00
Member Services.....	\$3,952,526.00
Professional Development.....	\$5,094,577.00
Constituent Services.....	\$1,337,062.00
Design and Production.....	\$1,998,919.00
Annual Conference.....	\$1,504,784.00
Public Policy.....	\$586,052.00
Grants.....	\$130,647.00
<b>Total Program Services.....</b>	<b>\$24,371,592.00</b>

### Support Services

General and Administrative.....	\$16,236,256.00
Marketing.....	\$4,039,143.00
Customer Service Center.....	\$2,203,551.00
Governance, Executive, and Communications.....	\$2,028,732.00
<b>Total Support Services.....</b>	<b>\$24,507,682.00</b>
<b>Total Operating Expenses.....</b>	<b>\$48,879,274.00</b>
<b>Operating Change in Net Assets.....</b>	<b>(\$6,912,174.00)</b>

MEMBER DEMOGRAPHICS



**124,871 MEMBERS** in  
**138 COUNTRIES**

ASCD's membership is our greatest strength, informing and guiding our efforts to advocate for all educators and create innovative programs, products, and services that meet their greatest needs. Every time a member engages with ASCD—whether by participating in professional learning programs, purchasing a book, reading one of our research-based publications, completing a survey, or anything in between—they are contributing to our mission focused on making sure each child, in each school, in each community is *healthy, safe, engaged, supported, and challenged.*

# STAY **CONNECTED**

with **ASCD**



## ASCD'S OFFICIAL SOCIAL MEDIA CHANNELS

Engage with us on:

**ASCD EDge**<sup>®</sup>: [edge.ascd.org](http://edge.ascd.org)

**ASCD Inservice**: [inservice.ascd.org](http://inservice.ascd.org)

**Twitter**<sup>®</sup>: [twitter.com/ascd](https://twitter.com/ascd)

**Facebook**<sup>®</sup>: [facebook.com/ascd.org](https://facebook.com/ascd.org)

**LinkedIn**<sup>®</sup>: [linkedin.com/company/ascd](https://linkedin.com/company/ascd)

**Pinterest**<sup>®</sup>: [pinterest.com/officialascd](https://pinterest.com/officialascd)

**Instagram**<sup>®</sup>: [instagram.com/officialascd](https://instagram.com/officialascd)

**YouTube**<sup>®</sup>: [youtube.com/officialascd](https://youtube.com/officialascd)

ASCD is a membership association of and for educators. Become a member today at [www.ascd.org/apply](http://www.ascd.org/apply).

ASCD is a global community  
dedicated to excellence  
in learning, teaching, and  
leading. ASCD's innovative  
solutions promote the  
success of each child.



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