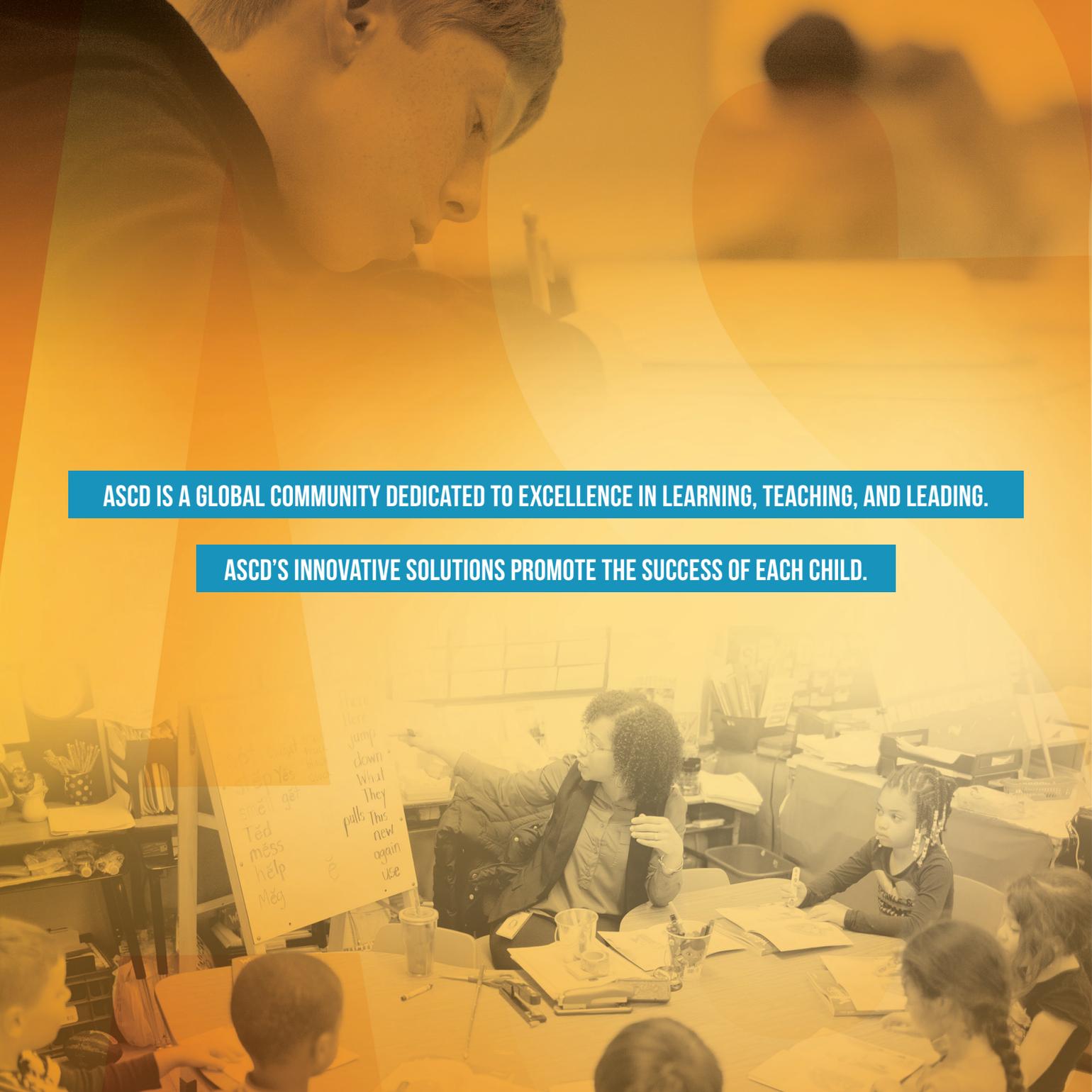


BRINGING ASCD'S
VISION INTO

FOCUS



ASCD IS A GLOBAL COMMUNITY DEDICATED TO EXCELLENCE IN LEARNING, TEACHING, AND LEADING.

ASCD'S INNOVATIVE SOLUTIONS PROMOTE THE SUCCESS OF EACH CHILD.

MESSAGE FROM

THE EXECUTIVE DIRECTOR AND CEO

A decade ago in its annual report, ASCD announced an organizational commitment to ensuring each student in each school in each community is healthy, safe, engaged, supported, and challenged. Since that time, ASCD has led the conversation within the United States and around the world on the importance of supporting education focused on the whole child.

Over the past year, we took our commitment one step further by creating a new mission model that defines and guides our work and puts the whole child at the forefront of everything we do. Our vision pushes us to create innovative programs, products, and services—digital products; conferences; and publications covering visionary leadership, classroom leadership, effective instructional strategies, and more—while remaining focused on the needs of the whole child and tackling the specific challenges of today's schools and classrooms with proven strategies.

In the pages that follow, you'll learn more about the five areas of focus—transformational leadership, teaching and learning, poverty and equity, redefining student success, and global engagement—that constitute our core mission and guide our work in championing educators who support each child.

As practitioners, we know the challenges you face each day, and the quiet work you're doing to ensure that each student succeeds. ASCD is dedicated to being a meaningful partner in your work through every step of your career. Your work inspires us and is the force that drives us to improve and innovate. Thank you for being part of our community and for your work every day to enhance children's lives.

DEBORAH S. DELISLE



MESSAGE FROM THE PRESIDENT

I am honored to serve as president as ASCD heads into an exciting new era of supporting educators. Learning, teaching, and leading has been our foundation for three quarters of a century. While ASCD has undergone many changes over the past few years, those changes are allowing us to grow and adapt to meet the needs of educators around the world.

One of the more recent changes was the addition of Deb Delisle, who celebrated her one-year anniversary as executive director and CEO. Joined by Associate Executive Director Ronn Nozoe, Chief Financial Officer Noah Raskin, and Chief Operations Officer Lee Peters, the new leadership team has the determination and aptitude to propel ASCD into the future.

As you explore the 2016 Annual Report, I urge you to take a moment to reflect how ASCD adds value to the education community and benefits everyone from seasoned administrators to midlevel educators to our young learners who are just starting out. I also encourage you to explore www.ascd.org and to take advantage of the myriad of new resources at your disposal.

Together, we will continue to march toward the future as we strive to ensure every student is healthy, safe, engaged, supported, and challenged.

BEN SHULDINER



MEET ASCD'S

BOARD OF DIRECTORS

From left to right: William Potts-Datema, Jon Chapman, Lorraine Ringrose, Matt McClure, Leslie Grant, Thomas Tramaglini, Melanie Kay-Wyatt, Ben Shuldiner, Joshua Garcia



BRINGING OUR VISION INTO FOCUS

Educators everywhere have a vision to change the world—one child at a time. It's our vision too. Supporting the whole child is at the core of our mission and everything we do at ASCD. Five areas of focus guide our mission and help support educators to ensure that each student is healthy, safe, engaged, supported, and challenged.



TEACHING AND LEARNING

Using innovative teaching to spark meaningful and engaged student learning

Educators understand the power of effective teaching. Consistently, the most important school-based factors influencing academic success are the classroom teacher and the school principal. ASCD helps educators enhance their skills by providing resources on differentiated instruction, the Framework for Intentional and Targeted Teaching® strategy, the Understanding by Design® framework, and more.

TRANSFORMATIONAL LEADERSHIP

Building a continuum and capacity for leadership

Whether educators are currently in or aspire to take on leadership roles, they need to be ready to tackle new challenges. From creating a positive school culture to effectively using data to leading professional learning, ASCD supports educators' diverse leadership roles as visionary, engager, learner, collaborator, and instructional leaders.

POVERTY AND EQUITY

Removing barriers to enable learning and expand opportunities

Each and every child needs a safe, challenging, and supportive learning environment. Understanding how inequities affect student success is the first step in creating healthy environments, supportive schools, and targeted instruction that helps all students engage in meaningful opportunities to expand their learning and heighten their achievement.

REDEFINING STUDENT SUCCESS

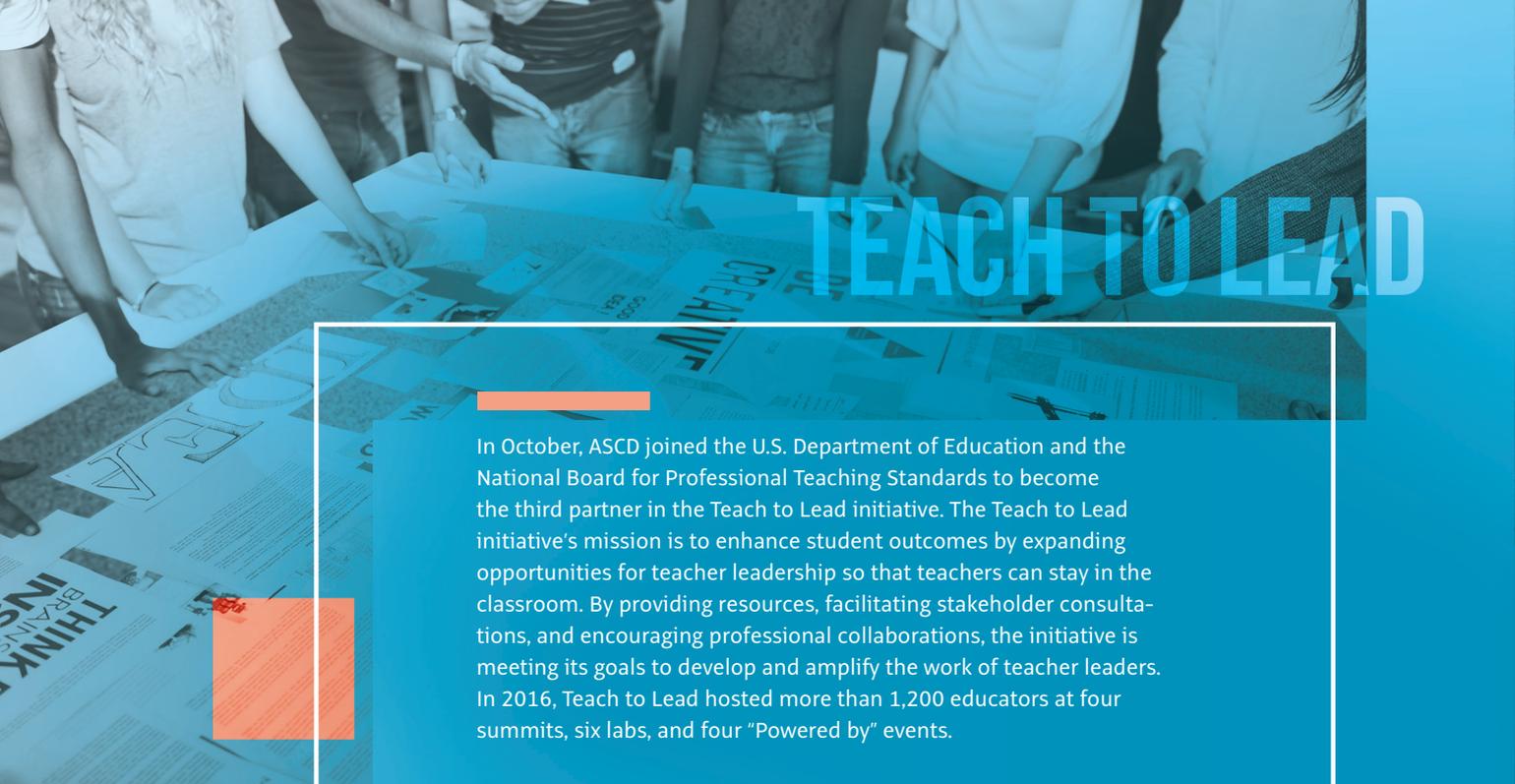
Moving from a narrow definition of student success that traditionally relies on achievement test scores and grades

Educators want to help their students succeed in school and in life. By emphasizing student understanding, authentic assessment helps educators see student success as more than a metric governed by test scores. By fostering a school culture that emphasizes life skills and attending to students' social-emotional development, you can support students as they begin to take appropriate ownership of their learning.

GLOBAL ENGAGEMENT

Preparing children for an interconnected, global society and engaging educators in critical issues facing education

Today's students require the knowledge, skills, and dispositions to participate as citizens in a global society. Students must remain actively engaged in their learning and understand their connection to their communities and the world at large. ASCD is helping educators develop the intercultural competence to expand their curriculum beyond textbook instruction and learn about promising practices and topics of concern facing educators worldwide.



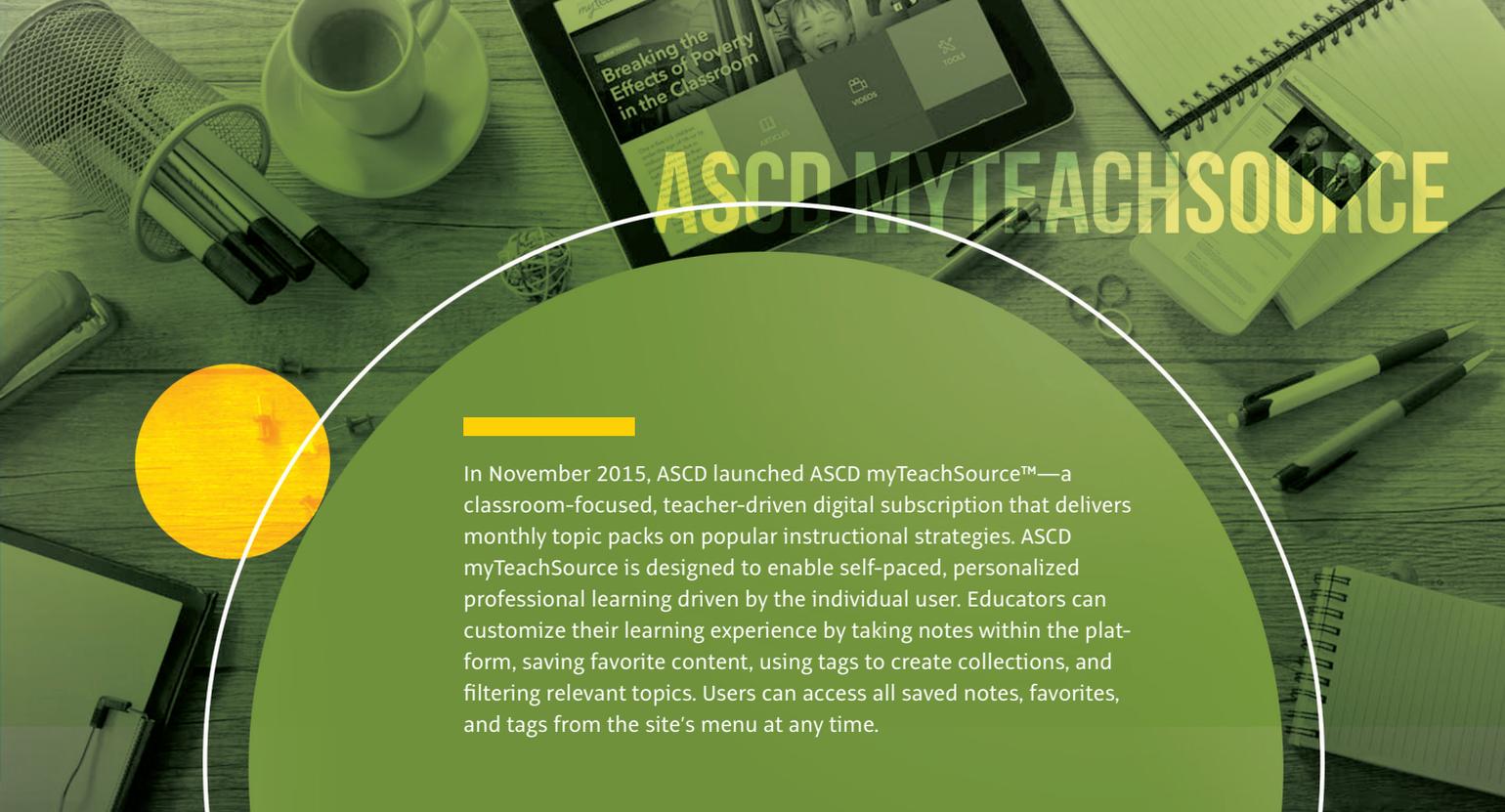
TEACH TO LEAD

In October, ASCD joined the U.S. Department of Education and the National Board for Professional Teaching Standards to become the third partner in the Teach to Lead initiative. The Teach to Lead initiative's mission is to enhance student outcomes by expanding opportunities for teacher leadership so that teachers can stay in the classroom. By providing resources, facilitating stakeholder consultations, and encouraging professional collaborations, the initiative is meeting its goals to develop and amplify the work of teacher leaders. In 2016, Teach to Lead hosted more than 1,200 educators at four summits, six labs, and four "Powered by" events.



TEACHER IMPACT GRANTS

In May, ASCD introduced the first-ever Teacher Impact Grants, administered by ASCD and financially supported by the Leona M. and Harry B. Helmsley Charitable Trust and the Carnegie Corporation of New York. ASCD received an impressive total of 580 applications and awarded 17 grants to teacher leaders in 14 different states. The funding will empower teachers to design and develop professional learning experiences that foster exemplary, scalable instructional practices. In July, the grants were highlighted in the White House and U.S. Department of Education's fact sheet and report on educational progress under the Obama administration.



ASCD MYTEACHSOURCE

In November 2015, ASCD launched ASCD myTeachSource™—a classroom-focused, teacher-driven digital subscription that delivers monthly topic packs on popular instructional strategies. ASCD myTeachSource is designed to enable self-paced, personalized professional learning driven by the individual user. Educators can customize their learning experience by taking notes within the platform, saving favorite content, using tags to create collections, and filtering relevant topics. Users can access all saved notes, favorites, and tags from the site's menu at any time.



STREAMING VIDEO

In 2016, ASCD partnered with online video pioneer Brightcove to transfer our catalog of professional learning DVDs to a streaming platform. ASCD is transitioning to an innovative, on-demand solution for professional learning videos that will replace DVDs to meet the needs of educators. In the near future, members will be able to access our premier video content from any location at any time using any device.



TEACHERS OF THE YEAR

To better support excellent teaching, ASCD became a contributing partner to the National Teacher of the Year Program, coordinated by the Council of Chief State School Officers. As part of our commitment, ASCD hosted all 56 finalists at headquarters and continues to introduce them to the ASCD community, including connecting them with Emerging Leaders and helping them discover opportunities for publishing and conference presentations.



To promote the importance of the teaching profession, ASCD joined a diverse group of stakeholders—including teachers' unions, civil rights groups, teacher voice organizations, and education policy leaders—to support the Teach Strong campaign launch. The Teach Strong campaign's key goals align closely with ASCD's mission and include designing professional learning to address student and teacher needs and creating career pathways that give teachers opportunities to lead and grow professionally.

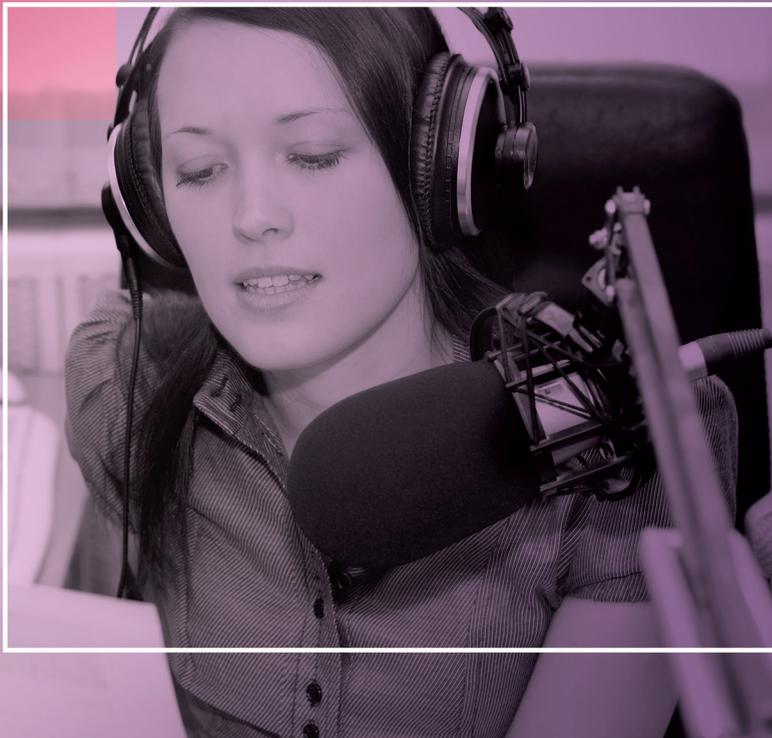
TEACH STRONG

ASCD was ranked the 14th most social media-savvy association by Association TRENDS. This ranking puts ASCD in the same class as organizations such as the National Hockey League, the Academy of Motion Picture Arts and Sciences, and the American Medical Association.

SOCIAL MEDIA-SAWVY



ASCD LEARN TEACH LEAD RADIO



In March, ASCD and BAM! Radio Network, the largest all-education talk radio network in the world, launched "ASCD Learn Teach Lead Radio." This new program for educators features weekly episodes hosted by a rotating group of ASCD Emerging Leaders and guests such as ASCD authors, leaders, presenters, and educators from all roles. Listeners can hear comprehensive discussions about principal leadership, teacher leadership and effectiveness, student engagement, best practices for professional learning, assessment strategies, poverty and equity, and many more key subjects to help practitioners in the field.



DESIGN AWARDS

ASCD received a number of awards this year for its products and services. ASCD received 12 Awards of Excellence from the 2016 American Graphic Design Awards for a variety of products, including book covers, annual conference marketing materials, and ASCD's 2015 Annual Report. ASCD publications and digital media products were presented with five EXCEL Awards and four REVERE Awards by Association Media & Publishing. The ASCD PD In Focus® online application was named an EDDIE Award winner under the Teacher Tools—Professional Development website category, and ASCD's PD Online® program was listed as a "Cool Tool" in this year's EdTech Digest Awards.

More than 100 education professionals gathered in May for the spring Whole Child Symposium to discuss the importance of creating engaging learning environments to support effective learning and development.

WHOLE CHILD SYMPOSIUM

EDUCATION INTERNATIONAL

In February, ASCD joined Education International (EI), a global federation of teachers, to release a joint statement supporting the United Nations' stand-alone education goal as part of its 2030 Sustainable Development Goals. Together, ASCD and EI are calling for a clear definition of quality education that focuses on the needs of every child.

VISION IN ACTION

ASCD recognized Jason Lee Middle School in Tacoma, Wash., as the 2016 recipient of the Vision in Action: The ASCD Whole Child Award. This award is designed to recognize schools that have shifted the conversation about education from a focus on narrowly defined academic achievement to one that promotes the development of the whole child. Vision in Action schools have moved 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.

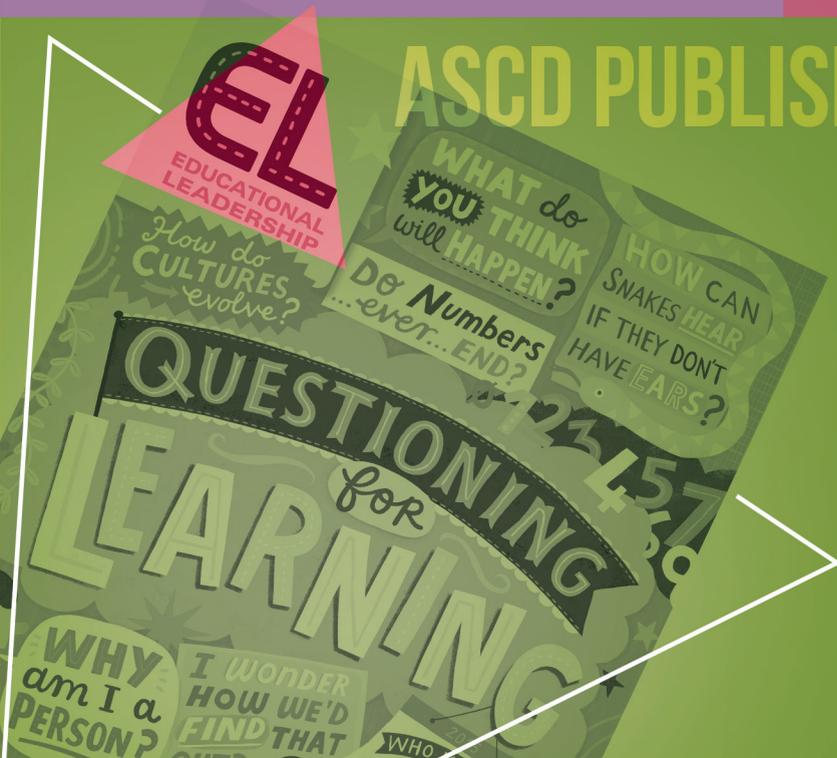
96,244

PROFESSIONAL LEARNING HOURS

In concurrent sessions, keynote presentations, and more, Annual Conference attendees worked together to reach a collaborative 96,244 professional learning hours.

ASCD PUBLISHING

ASCD produced 41 new professional development publications from leading education experts. These publications include full-length titles, short-format ASCD Arias®, and the newly launched ASCD Quick Reference Guides. Written by recognized experts, the teacher-focused Quick Reference Guides are packed with instructional tips and solutions that educators can put into practice right away. All of ASCD's publishing imprints—books, *Educational Leadership*® magazine, *Education Update*, and *ASCD Express*—won prestigious awards from AAP and AMP, with *Education Update* taking three gold medals for content, design, and overall excellence. After 25 years of service, *Educational Leadership's* Editor-in-Chief Marge Scherer retired. ASCD and noted authors celebrated her tremendous contributions to the field. ASCD welcomed Anthony Reborra to the role and looks forward to his new leadership.



ASCD FINANCIAL RESULTS FOR

FISCAL YEAR 2016

September 1, 2015–August 31, 2016

REVENUE

Publications and Products	\$16,019,504
Membership Dues and Subscriptions.....	\$10,614,559
Professional Learning.....	\$10,821,512
Advertising	\$1,088,220
Royalty Income	\$549,302
Other Income	\$1,108,226
Total Revenue.....	\$40,201,323

EXPENSES

Program Services

Publications and Products	\$15,208,700
Member Services	\$4,228,617
Professional Learning.....	\$8,748,227
Constituent Services.....	\$2,038,325
Design and Production.....	\$2,997,482
Public Policy	\$565,358
Total Program Services	\$33,786,709

Direct Management and Administrative Services

General and Administrative.....	\$10,072,470
Marketing.....	\$2,914,045
Governance, Executive, and Communications.....	\$1,314,401
Total Support Services.....	\$14,300,916
Total Other Gains & Losses.....	(\$1,382,388)
Total Investment Income	\$3,985,789
Total Operating Expenses.....	\$48,087,625
Operating Change in Net Assets	(\$5,282,901)

MEMBERS AROUND THE GLOBE



= 128 = 115,000
COUNTRIES MEMBERS

Total Member Count as of 8/31/16

92.18% ARE FROM THE UNITED STATES

4.65% ARE FROM CANADA

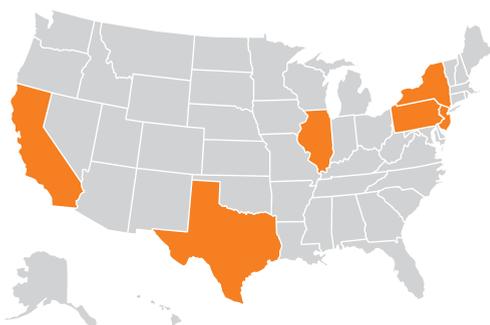
3.17% ARE FROM OTHER COUNTRIES*

* Of the total number of members from other countries, 50 percent are from five countries, listed in descending order: Australia, Singapore, New Zealand, the Philippines, and Chile.

“In my opinion, ASCD is the pre-eminent professional development organization in all of education. In a landscape where professional development is ever-changing and becoming more representative of our on-demand culture, quality and consistency remain essential components of any organization. It is in these two areas ASCD significantly betters all competitors. As a superintendent, I view ASCD publications with the highest esteem and point my administrators and teachers in the same direction.”

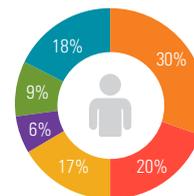
PJ Caposey, Superintendent, Ill.

CLOSER LOOK AT MEMBERSHIP IN THE UNITED STATES



The states with the most ASCD members are New York, California, Texas, Illinois, Pennsylvania, and New Jersey. These six states represent 38 percent of our membership.

OUR MEMBERS' ROLES IN EDUCATION



- PRINCIPAL/ASSISTANT 30%**
- TEACHER 20%**
- OTHER 18%**
(ex: education consultants or retired educators)
- CENTRAL OFFICE STAFF 17%**
- HIGHER EDUCATION 9%**
- SUPERINTENDENT/ASSISTANT 6%**

1703 N. BEAUREGARD STREET
ALEXANDRIA, VA 22311, USA
1-800-933-2723

WWW.ASCD.ORG

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