

Activate. Educate.



2017 ANNUAL REPORT



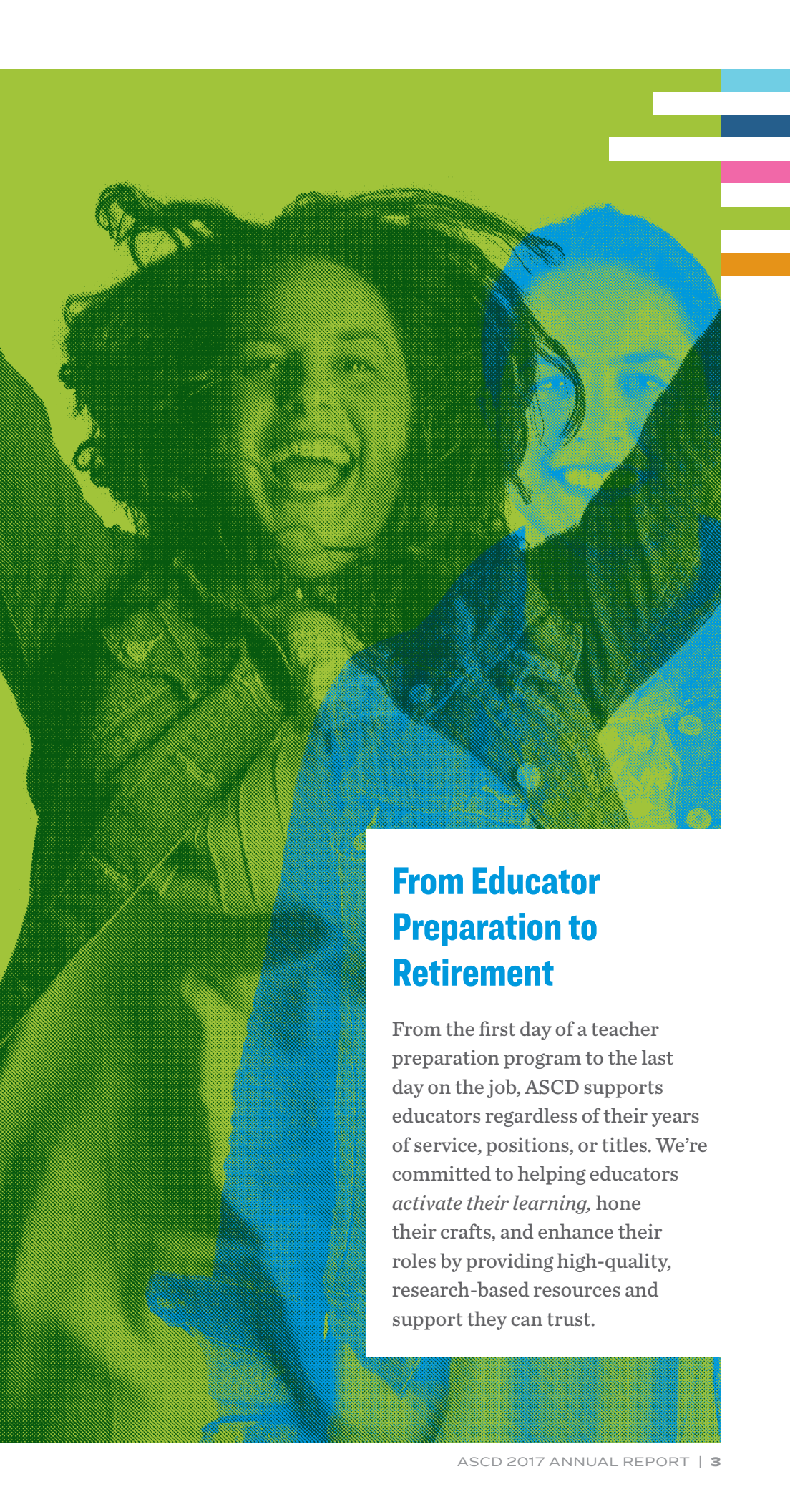
Mission

ASCD is dedicated to excellence in learning, teaching, and leading so that every child is healthy, safe, engaged, supported, and challenged.

Vision

ASCD strives to expand our influence as an international organization that is widely recognized for helping educators define, support, and engage in the development of highly effective learning systems.

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.



From Educator Preparation to Retirement

From the first day of a teacher preparation program to the last day on the job, ASCD supports educators regardless of their years of service, positions, or titles. We're committed to helping educators *activate their learning*, hone their crafts, and enhance their roles by providing high-quality, research-based resources and support they can trust.



MESSAGE FROM THE EXECUTIVE DIRECTOR AND CEO

As ASCD reaches its milestone 75th anniversary, this opportunity allows us to reflect on where ASCD has been and where it is going.

Created as an association open to all educators seeking to enhance their practices—regardless of years of service, position, or title—ASCD has supported educators across the globe and has remained dedicated to excellence in learning, teaching, and leading since 1943.

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Our theme for this year’s Annual Report is **Activate, Educate**. By providing high-caliber resources to educators, we believe they will be empowered to share what they learn with colleagues and implement innovative strategies in their classrooms, schools, and districts.

This is one reason why, in 2017, we launched our Activate Professional Learning Network—a platform that opens the door to collaboration among practitioners and provides opportunities for them to share, grow, and connect.

As we move forward into a new year, ASCD’s 75th, we remain committed to supporting the whole child and will continue to create innovative programs, products, and services that support the growth of all students and educators.

As educators, we understand the challenges you face as well as the possibilities inherent in effective professional learning. Thank you for your every-day leadership in districts, schools, and classrooms to enhance the lives of all students.

Deborah S. Delisle



MESSAGE FROM OUR PRESIDENT

Learn. Teach. Lead.

For nearly 75 years, ASCD has had the privilege of supporting educators during every step of their career path. I saw that support as a classroom teacher and school principal, and I see it daily as ASCD's president. As we look toward the future, ASCD is committed to continuing that support by meeting the needs of educators in every role.

We believe that in an ever-changing world of education, professional learning must continue to evolve as well. As we celebrate ASCD's 75th anniversary, we will reflect on where we have been as an organization, while charting the course to where the next 75 years will take us.

Part of our ongoing commitment to educators is ensuring that they have the insight, information, and tools they need to improve their craft and better serve students. We want educators, no matter their role, to turn to ASCD to find relevant and research-backed resources that address the problems they face in school every day.

Our commitment to helping educators solve problems and support students is what drives our work at ASCD, and we couldn't do it without our incredible members around the world. Thank you for being part of our community, and thank you for the work you do to support every child.

Sincerely,

A handwritten signature in white ink that reads "Ben Shuldiner". The signature is fluid and cursive.

Ben Shuldiner

Board of Directors | 2017-18



Benjamin Shuldiner

President
Distinguished
Lecturer of Education
Leadership, Hunter
College–City
University of New
York, Brooklyn, NY



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Vice President
Assistant Dean for
Academic Programs,
School of Education,
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Jefferson Education
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Research Associate
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School of Education,
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Monroe Township, NJ



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Education Foundation
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Grant Middle School,
Fredericksburg, VA



Lorraine Ringrose

Retired Principal,
Patricia Heights
Elementary School,
Vernon, British
Columbia, Canada



William Potts-Datema

Chief, Program
Development and
Services Branch,
Division of Adolescent
and School Health,
Centers for
Disease Control
and Prevention,
Lawrenceville, GA



Thomas Tramaglino

Superintendent,
Kenilworth Public
Schools, Matawan, NJ

The graphic features a large orange circle on the left containing the text 'ASCD ACTIVATE'. To its right, the words 'PROFESSIONAL LEARNING NETWORK' are stacked vertically. The background is a solid orange color. On the right side, there is a vertical bar with horizontal stripes in white, light blue, dark blue, pink, and green. A network of thin orange lines connects several circles of varying sizes (orange and blue) scattered across the page.

ASCD **ACTIVATE**

PROFESSIONAL LEARNING NETWORK

For nearly 75 years, ASCD has been dedicated to helping educators expand and enhance their repertoire in learning, teaching, and leading. At every step on the education career ladder, ASCD is committed to providing equitable access to professional learning that ensures the success of every child.

As part of that continuing commitment, in 2017, ASCD launched the ASCD Activate Professional Learning Network, a newly designed platform that combines ASCD's award-winning and evidence-based resources, products, and services into one comprehensive package. ASCD Activate provides the flexibility schools and districts need to support and enhance their teams' professional learning at an incredible value and in a timely manner.

Through ASCD Activate, ASCD is reimagining professional learning and providing the means—our incredible products—to differentiate professional learning opportunities based on each educator's needs. As educators continue to demand highly effective resources to expand their knowledge with increasingly limited time to do so, ASCD Activate will help them meet that demand. Additionally, ASCD Activate responds to educators' desire to engage in professional learning anytime, anywhere, and, most especially, in a job-embedded manner.

Member Statistics

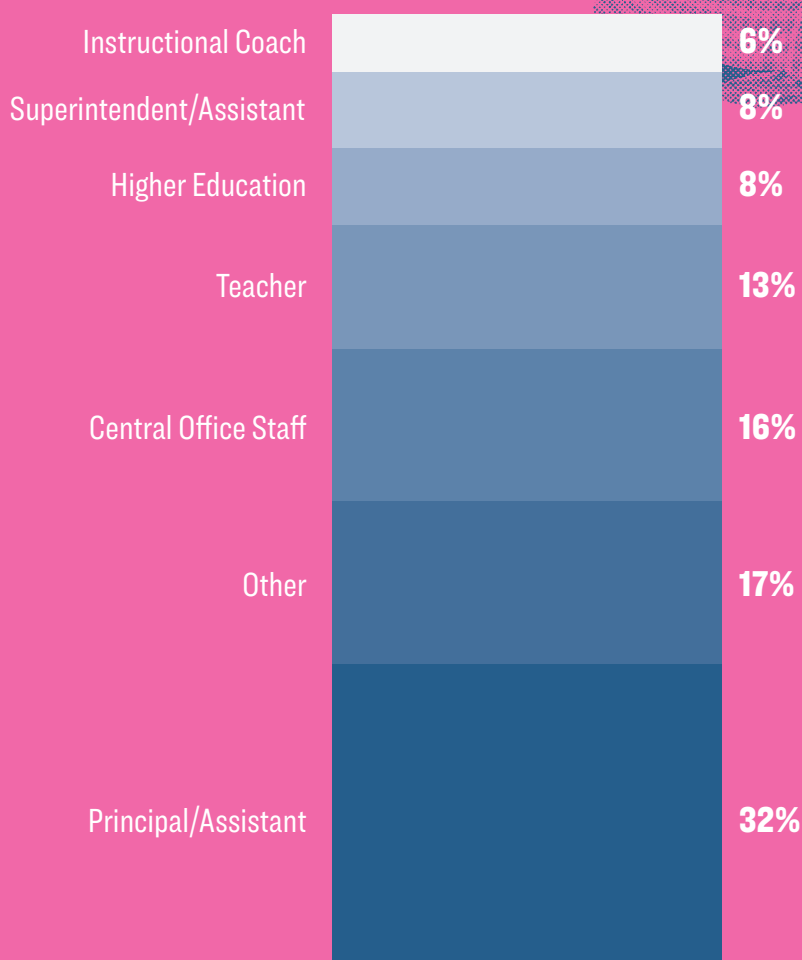
114,417

TOTAL MEMBERS

*Total
Member
Count as
of 8/31/17

FROM **127 COUNTRIES**

Our Members' Roles in Education





“

Being a member of ASCD has helped to reinforce the importance of continuing to grow within my own profession.”

—KEITH SWANEY, PRINCIPAL



50 new professional
development publications
from leading education
experts around the world

10,000+
Educators
enrolled in PD Online courses



Being a member of ASCD
is critical to my growth
as a teacher educator.”

—TERRI SUICO, COLLEGE PROFESSOR

67

**ASCD Affiliates
and Connected
Communities in more
than 20 countries**



74%


of surveyed attendees at
**Empower17: The Conference
for Every Educator** reported
that the Conference and Exhibit
Show was an **excellent or very
good experience**. 82% would
recommend Empower18.



35 Awards

**for Excellence in Design and
High-Quality Educational Resources**

ASCD won more than 25 highly prestigious awards for excellence in graphic design, publishing, and high-quality resources, including for *Educational Leadership*® magazine, the ASCD myTeachSource® professional learning platform, newsletters, and books.



372 Emerging Leaders

ASCD added 46 emerging leaders in FY2017. The Emerging Leaders program recognizes and prepares young, promising educators to influence education programs, policy, and practice on both the local and national levels.



“

ASCD has truly been the guiding light to my leadership path as I’ve journeyed through the complexity and joy of leading in education.”

—ROSE THOMAS, PRINCIPAL

MORE THAN

2,000
Educators

ASCD continues its role in Teach to Lead, a shared national initiative with the National Board for Professional Teaching Standards and the U.S. Department of Education, to promote and elevate teacher leadership. More than 152 organizations support the Teach to Lead initiative.

4

National
Teach to Lead
Summits

11

Local
Leadership
Labs

10

Powered By
Teach to Lead
events



14,720,201

WEBSITE SESSIONS

60,000,000

EMAILS SENT

Reaching more than 500,000 educators



ASCD resources have provided a springboard for many conversations among staff and with administrators in our building.”

—RANEY KINSEY-THOMAS, TEACHER



132K

Facebook followers



203K

Twitter followers



800K

Visitors to the
Inservice blog

46

ASCD Learn Teach Lead
Radio podcast episodes

ASCD Learn Teach Lead Radio features ASCD authors, leaders, presenters, and educators from every role to discuss leadership, and best practices for professional learning.

MORE THAN

1MILLION

PODCAST DOWNLOADS

Financial Results for FISCAL YEAR 2017

September 1, 2016–August 31, 2017

REVENUE

Publications and Products	\$15,020,472
Membership Dues and Subscriptions	\$10,059,620
Professional Learning	\$11,615,546
Advertising	\$959,779
Royalty Income	\$522,718
Other Income.....	\$1,700,550
Total Revenue.....	\$39,878,685

EXPENSES

Program Services

Publications and Products	\$11,927,841
Member Services	\$5,034,257
Professional Learning	\$10,152,664
Constituent Services	\$2,787,467
Design and Production	\$2,974,452
Public Policy.....	\$386,785
Total Program Services.....	\$33,263,466

Direct Management and Administrative Services

General and Administrative	\$9,221,435
Marketing	\$3,621,109
Governance, Executive, and Communications	\$1,658,483
Total Support Services.....	\$14,501,027

Total Other Gains & Losses.....	\$234,362
Total Investment Income.....	\$4,259,300
Total Operating Expenses.....	\$47,764,493
Noncontrolling Interest in Student Growth Center's Net Loss.....	(\$199,105)
Change in Net Assets Before Noncontrolling Interest.....	(\$3,392,146)
Operating Change in Net Asset—Controlling Interest	(\$3,193,041)



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