



2018 ANNUAL REPORT

1943–2018



75 YEARS OF EXCELLENCE IN
LEARNING, TEACHING, AND LEADING

75 YEARS OF LEADERSHIP IN EDUCATION

FOR 75 YEARS, ASCD has been at the forefront of education issues that affect learning, teaching, and leading. Since the launch of *Educational Leadership* magazine in 1943, ASCD has developed trustworthy, researched-based, and up-to-date information that shapes the international conversation on best practices to support the success of each learner.

Throughout our history, we have welcomed members, ASCD Faculty, and staff from all walks of education—thought leaders, authors, policymakers, advocates, district superintendents, and school principals and teachers. ASCD has been the birthplace of transformative ideas such as the Understanding by Design® framework, the ASCD Whole Child approach to education, and capacity-building professional learning. We're proud of our work in helping every child, regardless of race, ethnicity, or socioeconomic background, flourish in and outside of school, prepare for satisfying careers, and contribute to a positive society.





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.



MESSAGE

FROM OUR PRESIDENT

DURING MY TIME RESEARCHING BEST PRACTICES between teachers in the United States and China, one Chinese educator offered an insightful approach to navigating the relationship among curriculum, instruction, and assessment by asking: What's the aim? What kind of goal do I want to achieve? And how can I get there? These three simple questions enable educators to discover the commonalities in how we learn and grow, and they have remained with me because they so often apply to every aspect of our lives.

In 2018, ASCD continued its commitment to supporting educators who are seeking answers to these questions. Regardless of years of service, position, or title, we support educators in the pursuit of excellence in learning, teaching, and leading, and we advance best practices so that every child is healthy, safe, engaged, supported, and challenged.

For 75 years, ASCD has served the changing needs of educators and students. Evidence of this continued dedication is borne out in the pages that follow. With powerful initiatives, affiliate networks, and products and services that cultivate tomorrow's leaders, we are laying the roadmap for educators to achieve their aims.

It was an honor to be elected ASCD President in 2018, and I look forward to working with ASCD's talented team and community as we move into a new phase of growth for the organization. ASCD has long set the standard for professional learning around the world. ASCD resources can be found in more than 38,000 U.S. public schools, and ASCD members and materials influence more than 18 million students worldwide. Our ASCD team understands our collective responsibility to help educators identify their aims and achieve their goals, and we are honored to assist in their journey. Here's to another great year ahead.

Sincerely,

A handwritten signature in cursive script that reads "Leslie W. Grant".

Leslie Grant

BOARD OF DIRECTORS

2018



Leslie Grant, President

Associate Dean for Academic Programs, The College of William and Mary School of Education, Williamsburg, VA



Melanie Kay-Wyatt, Vice President

Assistant Director of Human Resources, Spotsylvania County Schools, Fredericksburg, VA



Karen Baptiste

Associate, Center for Transformative Teacher Training (CT3), San Francisco, CA



Dolores Cormier-Zenon

President, Louisiana National Certified Teacher Network, President, PC2 Education Foundation, Carencro, LA



Alina Davis

Exceptional Education Staffing Specialist, Princeton Elementary School, Orlando, FL



Deb Delisle

Executive Director and CEO, ASCD



Bart Epstein

Founding CEO, Jefferson Education Exchange, Research Associate Professor, University of Virginia Curry School of Education, Arlington, VA



Sandy Husk

CEO, AVID
San Diego, CA



Phyllis Lockett

CEO, LEAP Innovations
Chicago, IL



Matthew Mingle

Superintendent, Warren Township Schools, Warren, NJ



Ben Shuldiner

Distinguished Lecturer of Education Leadership, Hunter College—City University of New York, New York, NY



Thomas Tramaglini

Senior Consultant, T2 Education
Matawan, NJ

75 YEARS OF EXCELLENCE IN

LEARNING, TEACHING, AND LEADING

1943



Two organizations within the National Education Association (NEA) merge to create ASCD. The first issue of *Educational Leadership* debuts with guest columnist Eleanor Roosevelt.

1972



ASCD becomes independent from the NEA.

Late 1940s

ASCD condemns censorship in schools.

1940

1980

1960

1956



ASCD adopts a progressive platform stating that “the public schools are our chief and most effective means of developing [citizens] capable of solving problems and governing themselves successfully.”

1955



ASCD calls for schools to be “open and free to the children of all people” in response to the 1954 *Brown v. Board of Education* decision.

1981



ASCD passes our first resolution opposing vouchers, expressing concern that they could lead to racial, economic, and social isolation of students and weaken public schools.

2007



ASCD launches the Whole Child Initiative.

2017



ASCD launches ASCD Streaming, an on-demand video platform, and the ASCD Activate Professional Learning Network.

2020

2000

1993



ASCD adopts a new mission statement that reinforces the association as a global entity and a force "for the success of all learners."

1983

ASCD charts our first international affiliate in Germany.

2018



ASCD turns 75 with the celebration ASCD75: Supporting Educators Yesterday, Today, and Tomorrow.

MEMBER STATISTICS

MEMBERS ACROSS THE GLOBE

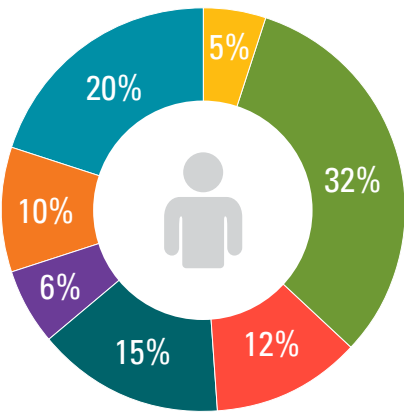









129
COUNTRIES

113,000
MEMBERS

Total member count as of August 31, 2018

ASCD MEMBERS' ROLES IN EDUCATION



-  INSTRUCTIONAL COACH 5%
-  PRINCIPAL/ASSISTANT 32%
-  TEACHER 12%
-  CENTRAL OFFICE STAFF 15%
-  SUPERINTENDENT/ASSISTANT 6%
-  HIGHER EDUCATION FACULTY 10%
-  OTHER 20%
(e.g., education consultants or retired educators)

10

404 
EMERGING LEADERS

ASCD welcomed 27 emerging leaders in 2018. The Emerging Leaders program recognizes and prepares young, promising educators to influence education programs, policy, and practice on both the local and national levels.



71 AFFILIATES AND
CONNECTED COMMUNITIES
IN MORE THAN
16 COUNTRIES

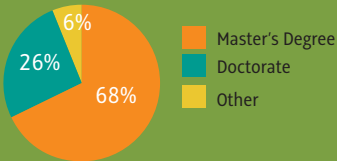
POWER OF MEMBERSHIP

From its start, ASCD has been unique among education organizations because of its service to educators across the professional spectrum, from teachers to superintendents. Today, ASCD resources can be found in more than 38,000 U.S. public schools, and ASCD members and materials influence more than 18 million students.

A GROWING MEMBER BASE



EDUCATED EDUCATORS



68 percent of ASCD members have a master's degree, and 26 percent have a doctorate.



LONGEST-TENURED MEMBER

Milly Cowles of Fairhope, Alabama. An ASCD member since 1969, Cowles taught in Montgomery in the 1950s and subsequently became a professor of education, publishing research on the psycholinguistic behaviors of children living in rural areas.

AWARDS



In FY18, ASCD won 20 prestigious awards for excellence in publishing, graphic design, and high-quality resources, including *Educational Leadership* magazine, animated videos, videos, newsletters, and books.



ASCD was nominated for a regional Emmy in the Education/Schools-Program Feature/Segment category.



The Creative Child Awards named ASCD's first-ever picture book, *Cay and Adlee Find Their Voice*, as 2018 Best Book of the Year

CONFERENCES



ASCD's first annual conference was held in St. Louis, Mo., in March 1946. The theme was "Setting Our Instructional Sights." The conference was free for members and a whopping \$1 for nonmembers.



In 2016, ASCD held its first-ever Global Leadership Summit in Boston, Mass. This annual one-day event is dedicated to turning global competence ideas into implementable actions.

12

88%

of surveyed attendees at ASCD Empower18: The Conference for Every Educator reported that the event was an excellent or very good experience.



JILL BIDEN



MANNY SCOTT



GENERAL COLIN L. POWELL, USA (RET.).

EMPOWER18 KEYNOTE SPEAKERS



ASCD **ACTIVATE** PROFESSIONAL LEARNING NETWORK

ASCD Activate reimagines professional learning by responding to educators' desire to engage in professional learning anytime, anywhere, and, most especially, in a job-embedded manner.

388

schools using ASCD Activate

13,447

Activate users

52

new professional learning publications from leading education experts around the world

15,575

educators enrolled in PD Online® courses



"So glad I joined @ASCD a few years ago to keep me inspired and informed! Catching up on some member books and I highly recommend *Disrupting Poverty*. Loved the mix of quantitative and qualitative data, and of theory, narrative, and practical tips. And I love a good chart."

~CLAIRE WHITE



144K

FACEBOOK FOLLOWERS



224K

@ASCD TWITTER FOLLOWERS



1MM⁺

VIEWS ON ASCD'S
INSERVICE BLOG

970K

EPISODE DOWNLOADS OF THE
ASCD LEARN TEACH LEAD RADIO
PODCAST

47,134

ASCD WEBINAR PARTICIPANTS

FINANCIAL RESULTS FOR FISCAL YEAR 2018

| SEPTEMBER 1, 2017–AUGUST 31, 2018

SUPPORT AND REVENUE

Publications and Products.....	\$14,728,632
Membership Dues and Subscriptions	\$9,089,004
Professional Learning	\$11,318,671
Advertising	\$820,117
Royalty Income	\$567,317
Other Income.....	\$1,359,808
Total Support and Revenue.....	\$37,883,549

EXPENSES

Program Services

Publications and Products.....	\$9,717,050
Member Services	\$3,938,274
Professional Learning	\$8,854,487
Constituent Services	\$2,087,110
Design and Production	\$2,194,134
Public Policy.....	\$299,171
Total Program Services.....	\$27,090,226

Support Services

General and Administrative	\$10,090,549
Marketing	\$2,593,469
Governance, Executive, and Communications	\$1,844,648
Total Support Services.....	\$14,528,666
Total Expenses	\$41,618,892

Change in net assests before other gains and deducations..... (3,735,343)

Other Gains and Deductions

Gain on Interest Rate Swap	\$42,796
Investment Income.....	\$4,674,308
Total Other Gains and Deductions	\$4,717,104

Change in Net Assets **Before** Noncontrolling Interest.....\$981,761

Noncontrolling Interest in Student Growth Center's Net Loss..... (\$297,676)

Change in Net Asset—Controlling Interest**\$1,279,437**



www.ascd.org

1703 North Beauregard St.
Alexandria, VA 22311-1714 USA
1-800-933-ASCD (2723)
1-703-578-9600
member@ascd.org