

Learn.

Teach.

Lead.



Since 1943, ASCD has developed trustworthy, research-based, and up-to-date information that shapes the international conversation on best practices to support the success of each learner. In 2019, ASCD reaffirmed its mission to support a whole child approach to education, which ensures that each student is healthy, safe, engaged, supported, and challenged. The approach promotes the long-term development and success of all children by helping educators, families, community members, and policymakers move from a vision about educating the whole child to sustainable, collaborative action.

ASCD continues to strive 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. 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. Our products and services continue to focus on the challenges facing today's educators, including disrupting poverty, social-emotional learning, and teacher leadership.



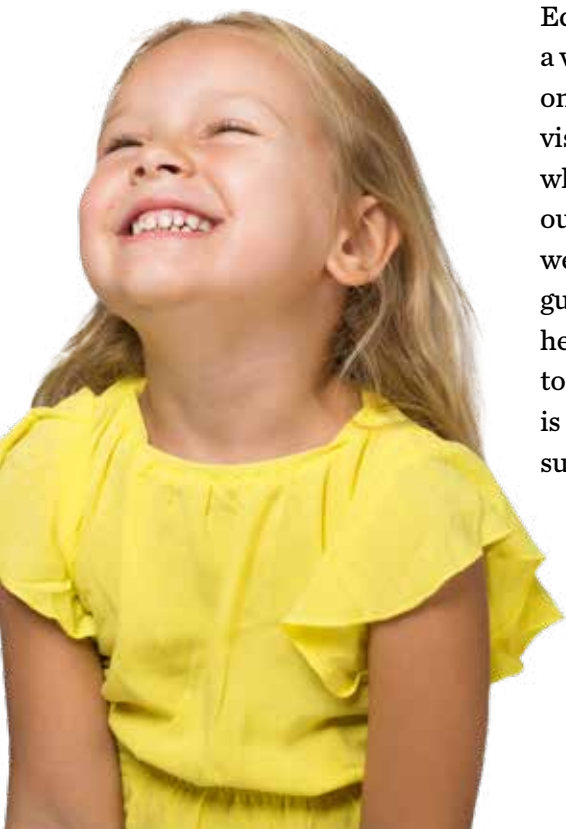
Mission

ASCD empowers educators to achieve 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. This focus guides our mission and helps us support educators to ensure that each student is healthy, safe, engaged, supported, and challenged.





Message from Our President

By any standard, 2019 was a defining year for ASCD. During this productive year, we experienced growth, introduced a new CEO to usher in a new era beginning in 2020, and launched the ASCD Whole Child Network™ to continue our dedication to supporting all children.

These events were significant in transitioning the organization to better meet our mission of enhancing learning, teaching, and leading for all educators. The needs of educators continue to evolve in an ever-changing education landscape, and ASCD remains committed to building a stronger organization that will meet the requirements of its members and the expectations of educators around the world.

As one of the largest education membership organizations, we continue to play a unique and important role as a leading expert in educational leadership while rooted in a deep commitment to the whole child. As educators we share a responsibility to fulfill a higher mission that future generations depend on. I'm proud that ASCD is stepping up to the challenge and remains focused on excellence in all that we do.

However, we cannot succeed without ASCD's dedicated members who continue to support and shape the future of the organization and education. Our members are our strength, and it has been a privilege to serve as ASCD's President in 2019 and to represent the tens of thousands of ASCD members in more than 100 countries.

ASCD supports all educators—no matter their years of service, position, or title—in their pursuit of excellence in learning, teaching, and leading. We advance best practices so that every child is healthy, safe, engaged, supported, and challenged. This approach is at the core of everything we do each day, year, and decade.

—Melanie Kay-Wyatt

Board of Directors | 2019–2020



Melanie Kay-Wyatt

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



Matthew Mingle

Vice President
Superintendent, Warren Township Schools,
Warren, NJ



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

Program Specialist,
Parent and Family Engagement, Orange County Public Schools,
Orlando, FL



Patrice Dawkins-Jackson

Director, Post Baccalaureat Fellowship Associate, Networked Improvement Science, Carnegie Foundation for the Advancement of Teaching, Stanford, CA



Bart Epstein

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



Neil Gupta

Director of Secondary Education,
Worthington City Schools,
Worthington, Ohio



Sandy Husk

CEO, AVID,
San Diego, CA



Phyllis Lockett

CEO, LEAP Innovations,
Chicago, IL



Kathleen McCreery

Executive Director,
California ASCD,
Oroville, CA



Ranjit Sidhu

CEO and Executive Director, ASCD

Member Statistics



133,573

**Members and
Activate Subscribers**

*Total member count
as of August 31, 2019

from
129
Countries

71

**Affiliates
and Connected
Communities**
in more than

22
Countries

428

Emerging Leaders

ASCD welcomed 25 emerging leaders in 2019. 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 Members' Role in Education

Instructional Coach.....	87
Principal/Assistant	22,742
Teacher.....	11,189
Central Office Staff.....	6,705
Superintendent/Assistant	5,006
Higher Education Faculty.....	2,620
Other	1,943

(e.g., education consultants or retired educators)

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.

Fiscal Year 2018

388

Schools using ASCD Activate

13,447

Activate users

15,575

Educators enrolled in
PD Online® courses

Fiscal Year 2019

686

Schools using ASCD Activate

50,079

Activate users

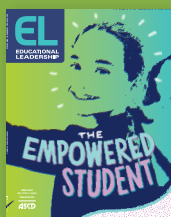
31,000

Educators enrolled in
PD Online® courses



Awards

ASCD celebrated several award-winning products and publications in 2019:



*Educational
Leadership®
Magazine*



*Education
Update
Newsletter*



*ASCD Express
Newsletter*

Social & Web Stats

f 150K
Facebook followers

250K
@ASCD Twitter followers

IN 1.5 MM
Views on ASCD's *Inservice* blog

11K
Episode downloads of the ASCD
Learn Teach Lead Radio podcast

65,600
ASCD Webinar participants



ASCD WHOLE CHILD NETWORK™

As we look

back on another successful decade at ASCD, we celebrate 10 more years of supporting the whole child. In *The Learning Compact Redefined: A Call to Action*, released in 2007, ASCD called on educators, policymakers, parents, community leaders, and other stakeholders to change the conversation about learning, to reform structures, and to transform conditions so that each child can develop their strengths and restore their unique capacities.

In 2010, ASCD launched its Whole Child Central, a new conference experience and resource that helped educators implement a whole child approach to education. During that same year, the organization honored Malcolm Price Laboratory School in Cedar Falls, Iowa, as its first Vision in Action: The ASCD Whole Child Award winner,

and in the U.S. Senate, guidance counselor Clare Struck from Malcom Price testified on the importance and need for a whole child approach to education.

Now, ASCD continues its commitment by launching the ASCD Whole Child Network, a free-to-join global network of schools that are focused on the same goal: transforming their schools and school communities into ones that put the child at the center. Schools that join the network receive tools designed to help them assess and make changes to better support the whole child approach to education.

The ASCD Whole Child Network is the next evolution of the work that ASCD has been doing for more than a decade to ensure that we're preparing our students for long-term growth and lifelong success.

► **Learn more at** www.ascd.org/wholechild

Testimonials

“

Professionally ASCD has been instrumental in the way I carry out my supervisory responsibilities. As the agent responsible for celebrating students' success, I have gathered a lot of techniques which I have been able to infuse into fulfilling my responsibilities.

”

Dennesha Frazer

Master Teacher, Supervisor (Jamaica)

“

The conference offered by ASCD has been the best one I've ever attended—it always empowers and energizes me to become even a better educator and leader!!

”

Kaytie Dannenberger

Principal (Ariz.)

“

The resources provided by ASCD are always relevant and presented in a way that allows me to implement strategies and instructional best practices with confidence and ease.

”

Teranee Hutch

STEM educator (Mount Rainier, Md.)

“

I have been teaching for 8 years and I'm just now becoming a member of ASCD! To my surprise, I never knew such an enormous, spirited organization such as ASCD existed to empower my teaching and pedagogy.

”

Sarah Jaggars

Teacher (Anne Arundel Co. PS, Md.)

“

The first time I attended ASCD I was a first-year teacher and career changer. I was questioning my decision and contemplating quitting. I attended my first ASCD conference and was EMPOWERED and inspired. Here I am at my 2nd ASCD conference five years later in my sixth year of teaching, never looking back. I am here to change the future!

”

Stacie Spragins

Special Education Teacher (Anne Arundel Co. PS, Md.)

Financial Results for Fiscal Year 2019

September 1, 2018–August 31, 2019

SUPPORT AND REVENUE

Publications and Products	\$14,979,048
Membership Dues and Subscriptions	\$8,154,645
Professional Learning	\$12,432,191
Advertising	\$900,487
Royalty Income	\$620,456
Other Income	\$1,038,934
Total Support and Revenue	\$38,125,761

EXPENSES

Program Services

Publications and Products	\$10,460,237
Member Services	\$4,085,433
Professional Learning	\$9,322,503
Constituent Services	\$1,965,166
Design and Production	\$1,394,199
Public Policy	\$159,553
Total Program Services	\$27,387,091

Support Services

General and Administrative	\$7,066,022
Marketing	\$1,746,244
Governance, Executive, and Communications	\$3,029,113
Total Support Services	\$11,841,379
Total Operating Expenses	\$39,228,470

Change in net assets before other gains and deductions (\$1,102,790)

Other Gains and Deductions

Gain/(Loss) on Interest Rate Swap	(\$802,922)
Investment Income	\$1,855,670
Loss on Disposal of Asset	(\$2,698,929)
Total Other Gains and Deductions	(\$1,646,181)

Change in Net Assets **Before** Noncontrolling Interest

Noncontrolling Interest in Student Growth Center's Net Loss

Change in Net Assets—Controlling Interest



1703 N. Beauregard Street
Alexandria, VA 22311 USA
1-800-933-ASCD (2723)
1-703-578-9600
member@ascd.org
www.ascd.org