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.

Understanding by Design is a registered trademark of Backward Design LLC.
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.
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,

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

**Late 1940s**
ASCD condemns censorship in schools.

**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.

**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.”

**1972**
ASCD becomes independent from the NEA.
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.

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

ASCD launches the Whole Child Initiative.

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

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

ASCD charters our first international affiliate in Germany.
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)

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
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

1943

1,000 members

MID-1980S

70,000 members

2018

113,000 members

EDUCATED EDUCATORS

68% have a master’s degree, and 26 percent have a doctorate.

MILLY COWLES OF FAIRHOPE, ALABAMA.

A Longest-Tenured Member

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.

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.

88% of surveyed attendees at ASCD Empower18: The Conference for Every Educator reported that the event was an excellent or very good experience.
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
## Support and Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications and Products</td>
<td>$14,728,632</td>
</tr>
<tr>
<td>Membership Dues and Subscriptions</td>
<td>$9,089,004</td>
</tr>
<tr>
<td>Professional Learning</td>
<td>$11,318,671</td>
</tr>
<tr>
<td>Advertising</td>
<td>$820,117</td>
</tr>
<tr>
<td>Royalty Income</td>
<td>$567,317</td>
</tr>
<tr>
<td>Other Income</td>
<td>$1,359,808</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$37,883,549</strong></td>
</tr>
</tbody>
</table>

## Expenses

### Program Services

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications and Products</td>
<td>$9,717,050</td>
</tr>
<tr>
<td>Member Services</td>
<td>$3,938,274</td>
</tr>
<tr>
<td>Professional Learning</td>
<td>$8,854,487</td>
</tr>
<tr>
<td>Constituent Services</td>
<td>$2,087,110</td>
</tr>
<tr>
<td>Design and Production</td>
<td>$2,194,134</td>
</tr>
<tr>
<td>Public Policy</td>
<td>$299,171</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>$27,090,226</strong></td>
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</table>

### Support Services

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General and Administrative</td>
<td>$10,090,549</td>
</tr>
<tr>
<td>Marketing</td>
<td>$2,593,469</td>
</tr>
<tr>
<td>Governance, Executive, and Communications</td>
<td>$2,184,648</td>
</tr>
<tr>
<td><strong>Total Support Services</strong></td>
<td><strong>$14,528,666</strong></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$41,618,892</strong></td>
</tr>
</tbody>
</table>

Change in net assets before other gains and deductions: $(3,735,343)

### Other Gains and Deductions

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gain on Interest Rate Swap</td>
<td>$42,796</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$4,674,308</td>
</tr>
<tr>
<td><strong>Total Other Gains and Deductions</strong></td>
<td><strong>$4,717,104</strong></td>
</tr>
</tbody>
</table>

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)