



ASCD

the value of each voice

2010 YEAR IN REVIEW





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the value of each voice

ASCD 2010 YEAR IN REVIEW

A Message from the President	3
A Message from the Executive Director and CEO	5
Engaging the Global Community	7
Deepening the Dialogue on Educating the Whole Child.....	9
Embracing New Perspectives in Professional Development	11
Collaborating on a Road Map to Personalized Learning.....	13
Advocating Sound Policy.....	15
Meeting the Needs of Virtual Learners	17

Sustaining ASCD's Core Focus on Learning, Teaching, and Leading	19
Celebrating Other 2010 Highlights	21
Mission and Vision	23
ASCD Financial Statement	25
Member Statistics	28
Leadership Team.....	31
ASCD Affiliates	32
ASCD Employee Roster.....	33



“ ASCD VALUES

LISTENING TO

Members ”

A Message FROM THE PRESIDENT // SARA MAGAÑA SHUBEL



Educators share many of the same critical skills as elected officials. One such skill is that we must listen carefully to those whom we endeavor to help. I have had the privilege to serve as president of ASCD this year, and I have been honored to listen to the concerns, hopes, and aspirations of our members from around the globe. I will carry these voices of ASCD with me for a long time, much like those of the students and educators I have met throughout my career.

Being a member of a professional educational leadership association has never been more vital, and ASCD understands that members must be intrinsically involved. Over the past year ASCD members have helped shape the direction and position of our organization as the go-to source for education policy and practice.

ASCD members:

- Serve in our governance structure, on our legislative committee, and as Conference Scholars;
- Shape educational policy by meeting federal

representatives at ASCD's Leadership Institute for Legislative Advocacy;

- Write about timely, relevant education issues in our flagship magazine, *Educational Leadership*, and in our newsletters, such as *Education Update* and *ASCD Express*;
- Contribute provocative, insightful guest blog posts to ASCD Inservice, the Whole Child Blog, and the ASCD EDGE® professional networking community; and
- Network and learn with other educators across the globe through ASCD affiliates and connected communities.

ASCD represents more than 160,000 teachers, principals, superintendents, professors of education, and other educators in 148 countries. The diverse professional roles of our members are one of our major strengths. ASCD values listening to members—each one of you—and will continue asking how we can improve our programs, products, services, advocacy, and initiatives to best serve your unique needs.

I am proud and humbled that my fellow ASCD members elected me to serve as their president. Only through listening to the concerns of our members can we be successful in working together to create solutions for complex challenges. I invite you to [visit www.ascd.org/voices](http://www.ascd.org/voices) not only to learn more about ASCD from members like yourself, but also to tell us what you think about ASCD and what your needs are for the future.



EACH

Leaf

CONTRIBUTES TO THE

living tapestry

OF A
TREE.



A Message FROM THE EXECUTIVE DIRECTOR AND CEO // GENE R. CARTER



Just as each leaf contributes to the living tapestry of a tree, ASCD believes a membership organization can function only when we value the power of each voice as part of a shared vision. This year, the association continued to structure program offerings to meet members' individual needs and provide face-to-face and virtual opportunities to interact with colleagues across states and nations and around the world.

ASCD's *The Value of Each Voice: 2010 Year in Review* recognizes the association's contributions to thought leadership, highlights our established communities of expertise, and shares our commitment to pushing forward toward new horizons.

Our association has lofty goals; ASCD aspires to be a place where the thought leaders in the field of education intersect to provide not only revolutionary insights, but also practical implementation on all elements of teaching, learning, and leading. Simultaneously, we want to engage the great

disrupters—imagination, spontaneity, and innovation—to view the world differently and to change the world for the better.

In a tough year for education—both in the United States and abroad—ASCD continued to succeed at

- Engaging the global community
- Deepening the dialogue on educating the whole child
- Embracing new perspectives in professional development
- Collaborating on a road map to personalized learning

- Advocating sound education policy
- Meeting the needs of virtual learners
- Sustaining our core focus on learning, teaching, and leading

Read through these pages, but please do not stop there. Instead, continue to the [Value of Each Voice](#) online engagement tool, where you can watch, listen to, and comment on stories from dedicated members, leaders, and ASCD staff. Take a moment to share with us what you need to succeed as an educator in the coming year.

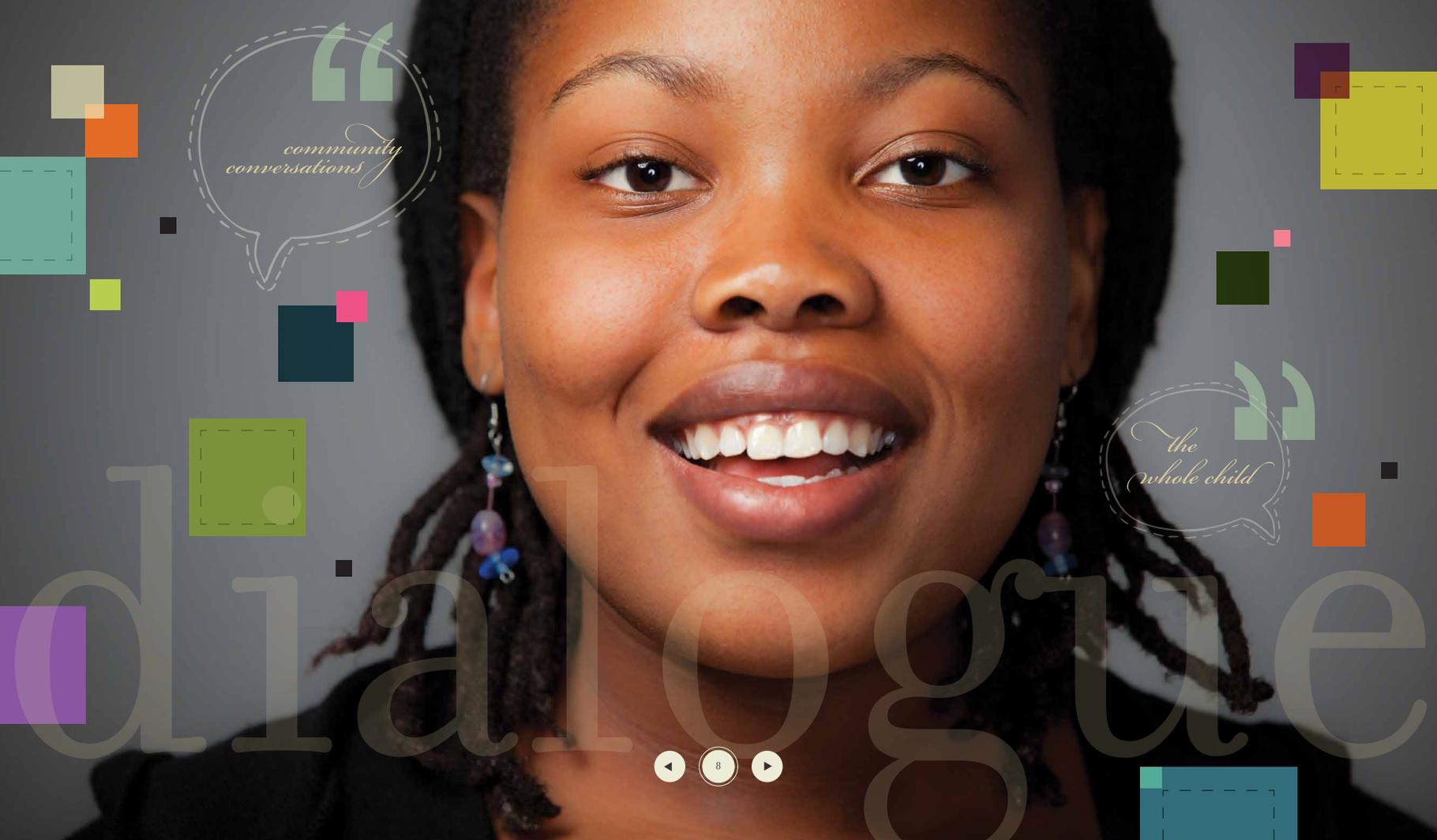
By adding your voice to our community, we will continue to grow as an association. ASCD has been—and always will be—a collection of diverse, authentic voices whose common goal is to learn, teach, and lead so that each child might reach his or her greatest potential.



Global
REACH

During a time of global change, ASCD continued the important work of collaborating with educators around the world. Although international tests fueled further debates about which country's students achieve at higher levels, ASCD believes the only way to see U.S. students truly succeed is to pursue worldwide cooperation on educator professional development methods and strategies. This year, efforts intensified in Pacific Rim nations, including Hong Kong, China, and the Philippines.

In all these nations, ASCD brokered relationships with key education leadership organizations interested in innovative, technology-based solutions to the constantly changing demands of a 21st century classroom. One particular partnership was recognized during the 53rd Governing Board meeting of the Southeast Asian Ministers of Education Innovation and Technology in Manila, Philippines, last spring. This partnership focuses on areas such as education quality improvement, pre- and inservice training, and capacity enhancement for education workers. ASCD also developed a strong partnership with the prestigious Department of Education in the Philippines. The association has undertaken several teacher-training and capacity-building initiatives that will lead to improved pedagogy for teachers, better student outcomes, and enhanced professional development opportunities for educators overall.



“
*community
conversations*”

“
*the
whole child*”

dialogue

Deepening THE DIALOGUE ON EDUCATING THE WHOLE CHILD

In March, ASCD brought the Whole Child Initiative face-to-face with 10,000 attendees at the 2010 Annual Conference by launching Whole Child Central and honoring the Malcolm Price Laboratory School (PLS) in Cedar Falls, Iowa, with the first Vision in Action Award. In April, PLS guidance counselor Clare Struck testified on behalf of ASCD at the Senate's Elementary and Secondary Education Act (ESEA) hearing about meeting the needs of the whole child.

And in September, ASCD partnered with the makers of the education documentary *Race to Nowhere* to shine a spotlight on schools where cheating has become commonplace; students have become disengaged; stress-related illness, depression, and burnout are rampant; and young people arrive at college and workplaces unprepared and uninspired. Carter wrote a foreword to the facilitator's guide to the film, and the association worked with the film's producers to catalyze community conversations around whole child education.

At ASCD we believe in the critical importance of a well-rounded education for each student. Our Whole Child Initiative is predicated on the comprehensiveness of health, social, and educational services for children—including a complete and engaging curriculum. We're pleased that such a broad spectrum of organizations representing very different subject areas came together in support of what's best for our children.

—Gene R. Carter on the *Well-Rounded Education*
Policy Briefing held July 29, 2010, on Capitol Hill



RELEVANT

Learning





In April, ASCD welcomed Judy Zimny, an experienced K–12 administrator, teacher, and curriculum developer with more than 25 years in public education and 6 years in higher education, as the organization’s new chief program development officer. Zimny leads the development of comprehensive programs, products, and services for educators, such as capacity-building professional development, online learning, conferences, and publications.

In an economy where school leaders are struggling to find funds for basic school needs, crucial professional development may be reluctantly compromised in the face of other, more urgent demands. This year, ASCD set the goal of increasing educators’ access to a continuum of flexible, affordable, and high-quality professional development services. ASCD is committed to providing relevant learning opportunities for educators, regardless of location, schedules, or economics.

Today ASCD’s professional development choices include virtual products such as [PD Online](#), [PD In Focus](#),

e-books, and [digital *Educational Leadership*](#). ASCD’s legacy of professional development choices continues through its award-winning publications, conferences, and institutes. ASCD has begun expanding its capacity-building professional development model to include a variety of services, ranging from in-person classroom coaching to virtually facilitated and self-paced learning.

By realigning internal processes and strengthening product evaluation, ASCD is striving to ensure each educator can discover the perfect, affordable ASCD product or service for his or her professional growth.

Students

ARE AT THE

center



12



ASCD joined the Software & Information Industry Association (SIIA) and the Council of Chief State School Officers (CCSSO) to bring together 150 visionary education leaders to discuss personalizing learning at an August 2010 symposium in Boston, Mass.

In November, SIIA, CCSSO, and ASCD released a report based on the recommendations of the symposium: *Innovate to Educate: System [Re]Design for Personalized Learning*. The report provides a road map to accelerate the redesign of the current mass production education model to a student-centered, customized learning model that will better engage, motivate, and prepare students for career and college. These findings are based on the “essential elements” of personalized learning:

- Flexible, anytime, everywhere learning
- Redefine role and definition of teacher
- Project-based, authentic learning
- Student-driven learning path
- Mastery or competency-based progression and pace

ASCD—along with the symposium organizers and participants—feels compelled to continue the effort to shift from an institution- or teacher-centered education system to one in which students are at the center and learning and instruction are customized to their unique needs.



PUTTING YOUR
VISION IN
Action

Connecting
THE
CLASSROOM
TO THE
CAPITOL

sound

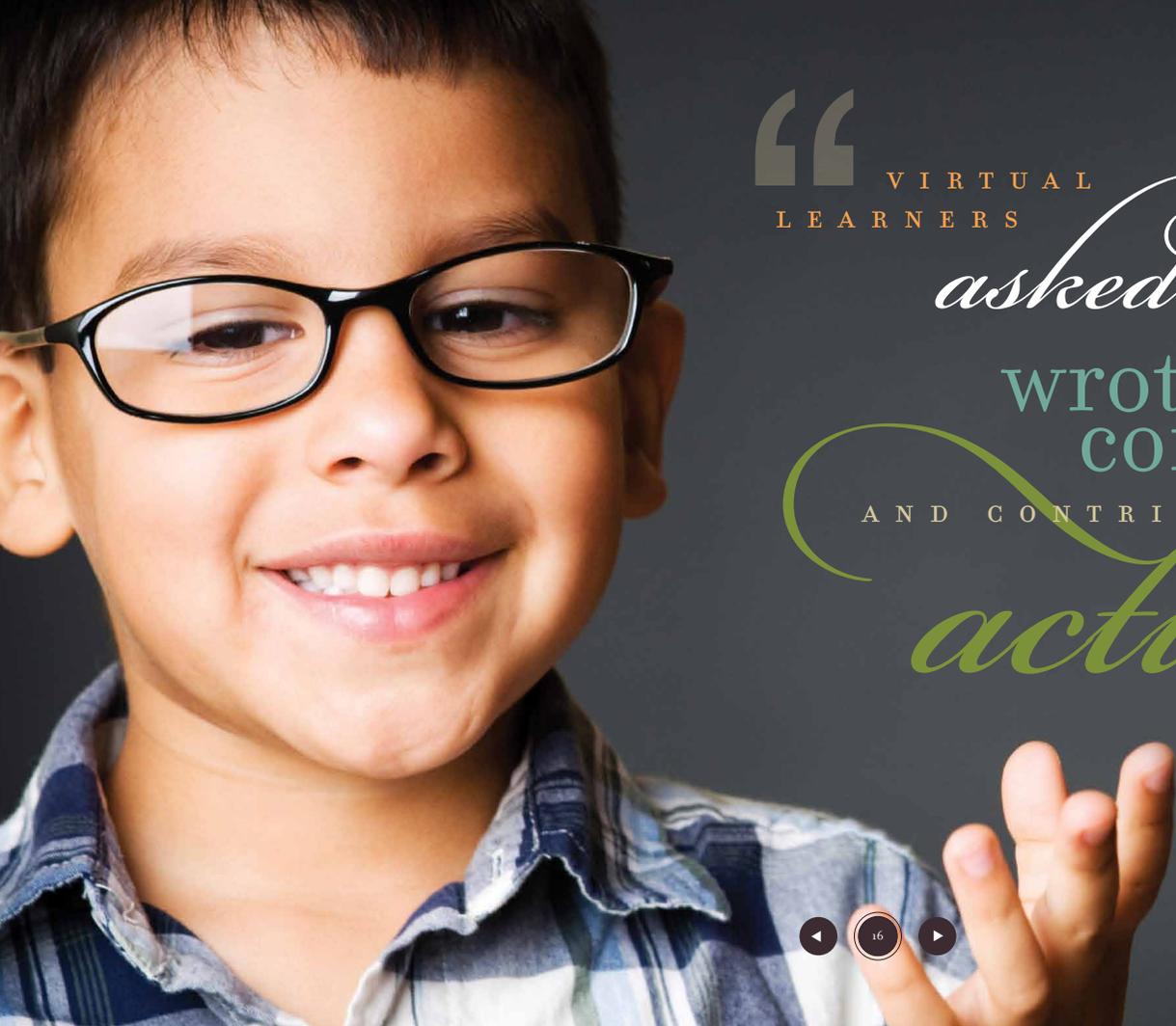
policy





ASCD's Public Policy team represents the voice of the membership on Capitol Hill, and this year the team—and ASCD's members—had multiple successes. With the help of ASCD, this past spring, Senators Jack Reed (D-RI) and George LeMieux (R-FL) and Congresswoman Carolyn McCarthy (D-NY) introduced the Teacher and Principal Improvement Act to both houses of Congress. The bill, which would provide \$1 billion in targeted assistance to schools to develop and support effective teachers, principals, and school leaders, aligns with the association's legislative priorities to support systematic approaches to educators' career development.

In addition to supporting educators' professional development needs, ASCD's whole child education advocacy efforts also bore fruit this year as Congressman Jim Moran (D-VA) and Senator Kay Hagan (D-NC) introduced resolutions to designate March "National Whole Child Month" and make a whole child approach to education a national priority. ASCD Educator Advocates, educators dedicated to informing and advising their elected officials about education topics, were part of getting the resolutions to Congress.



“

VIRTUAL
LEARNERS

asked questions

wrote
comments

AND CONTRIBUTED TO THE

action.”



ASCD's 2010 Annual Conference ushered in new avenues for sharing content from the floor of association events. By streaming selected conference sessions live over the Internet, ASCD provided free access to educators who could not attend the physical event. Virtual learners around the world tuned in to watch live sessions, and they continued to come back after the sessions were archived on the website. Over the course of the year, staff members continued to streamline technology and interactive services to ensure ASCD provided premium, high-quality learning experiences for online viewers.

In late October, the association hosted an interactive, facilitated session through ASCD Edge® from the Teaching and Learning Conference in Chicago, Ill. Virtual learners asked questions, wrote comments, and contributed to the action.

In the summer, ASCD launched a revamped webinar program, which has attracted thousands of participants in a few short months. Experts, authors, and classroom teachers have shared knowledge on everything from formative assessment to technology adoption to teacher wellness.



Learn
teach
lead

Sustaining ASCD'S CORE FOCUS ON LEARNING, TEACHING, AND LEADING

LEARN

ASCD engaged with members and customers, seeking feedback and observations from educators to better assess their professional needs. Member surveys, customer focus groups, and topical information interviews are becoming integral parts of our culture, both at headquarters and in the field. As an organization, ASCD remains committed to learning how best to serve our diverse audiences.

TEACH

In May, ASCD became an endorsing partner of the Common Core State Standards Initiative. Since then, ASCD has become a leader in tracking state adoption, explaining the significance behind the initiative, and providing resources to help schools and districts understand and implement standards. ASCD's policy team led local common core workshops with members and will continue to support constituent groups in the process of implementing the standards.

LEAD

In September, ASCD's Executive Director wrote a series of statements to the *Oprah Winfrey Show* expressing disappointment about the lack of teacher voices on episodes featuring the education documentary *Waiting for "Superman."* He made it clear that "dividing a profession of 5 million people into 'good teachers' and 'bad teachers' misses an important opportunity to show how all educators must continue to learn, develop, and grow throughout their careers."



During a year in which "Fire the bad teachers!" was a common rallying cry, ASCD openly reminded the public that educating children means much more than just calculating test scores. *Educational Leadership* took direct aim at an issue of *Newsweek* about teacher quality, with Editor in Chief Marge Scherer proclaiming in a rousing column, "In a profession as large and as disrespected as teaching, one cannot expect simplistic answers to solve problems."



ASCD | Job Ramp™

ASCD
edge®

Celebrating OTHER 2010 HIGHLIGHTS



ASCD JOB RAMP™

As an organization that represents educators, we are intimately acquainted with the challenges our members face in these uncertain economic times, particularly those who have been laid off because of school budget cuts. To aid them in the job search process, we've partnered with CareerBuilder to launch the ASCD Job Ramp site. This education jobs site is designed to connect educators in need of opportunities with schools and districts in need of talented employees.

E-PUBLICATIONS

Since 2006, ASCD has doubled the quantity of our publications available electronically. ASCD currently has 32 e-books available on Amazon .com, with nearly 70 additional titles in the process of conversion.

ASCD EDGE®

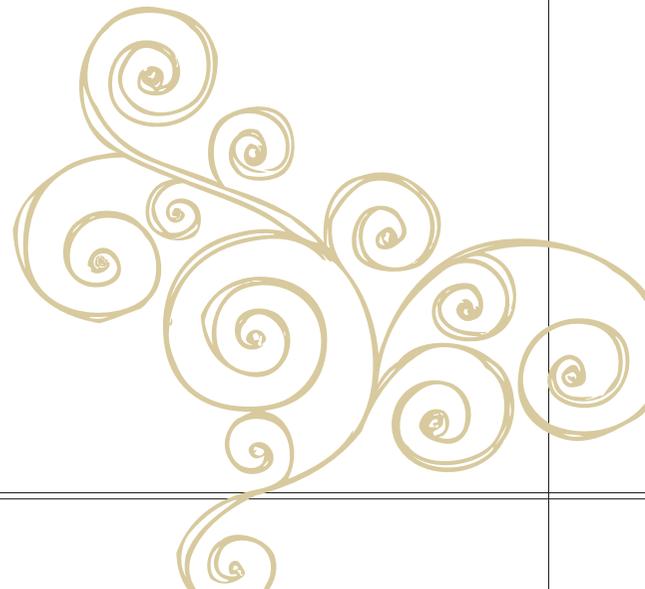
After launching in December 2009, the ASCD EDGE professional networking community grew to more than 15,000 members in just one year. ASCD EDGE has become a place for educators to contribute to and comment on blog posts, share photos and videos, initiate group discussions, participate in book chats, and more.

RECOGNIZING EXCELLENCE

ASCD garnered several awards across highly regarded national and international competitions that identify excellence in web-based video, publishing, and design. Member benefits such as the flagship magazine *Educational Leadership* and newsletter *Education Update* were recognized across multiple categories.

MEET THE AUTHORS

Interested in hearing more from your favorite ASCD authors? Visit our featured authors' individual pages to watch videos about their work, connect with them on ASCD EDGE, visit their websites, or follow them on Twitter.





Educational
leadership

Mission and Vision

MISSION STATEMENT

ASCD is a membership organization that develops programs, products, and services essential to the way educators learn, teach, and lead.

VISION STATEMENT

ASCD is the worldwide leader in learning, teaching, and educational leadership. We provide expert and innovative solutions for addressing the opportunities and challenges learners face in the 21st century. We engage and connect diverse communities dedicated to the success of each learner.





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9

7



REVENUE

Publications & Products	\$24,405,826
Membership Dues & Subscriptions	13,844,031
Professional Development Institutes & Conferences	9,367,441
Investments	2,402,614
Annual Conference	2,961,190
Advertising	1,325,903
Other	2,364,967
Total Revenue	\$56,671,972

ASGD *Financial Statement*

EXPENSES

PROGRAM SERVICES:

Publications	\$12,012,663
Member Services	4,581,378
Professional Development	5,840,005
Constituent Services	2,143,445
Design and Production	1,204,444
Annual Conference	1,080,415
Public Policy	337,576
Total Program Services	\$27,199,926

SUPPORT SERVICES:

Administrative	\$15,335,112
Marketing	4,626,597
Customer Service	2,913,406
Governance	2,163,128
Total Support Services	\$25,038,243
Total Expenses	\$52,238,169

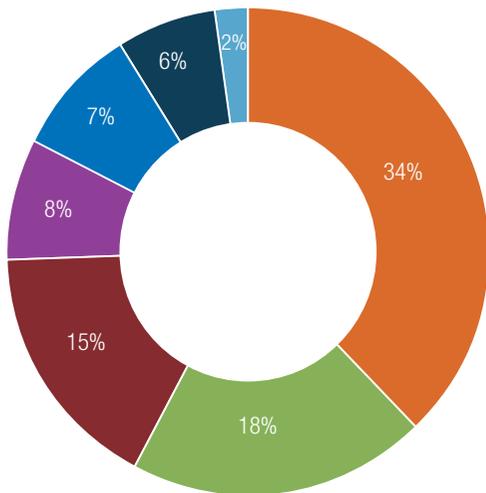
NET INCOME | \$4,433,803

THE VALUE OF

Membership



Member Statistics

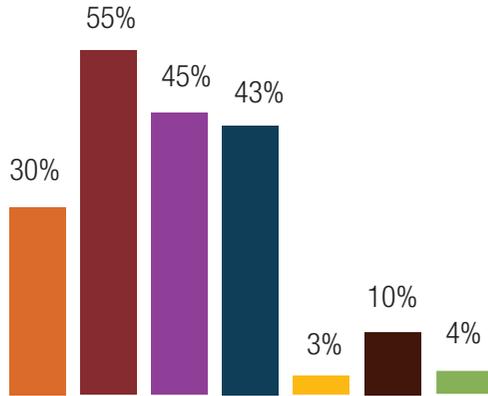


Membership by Occupation

- Principal/Assistant/Associate – 34%
- Classroom Teacher – 18%
- Director/Supervisor/Central Office Administrator – 15%
- Professor/Instructor – 8%
- Superintendent/Assistant – 7%
- Building-Level Specialist – 6%
- Independent Consultant – 2%

*Totals may exceed 100% because of multiple mentions.
Source: 2010 ASCD Member Survey.*

Member Statistics



Membership by Grade Level

- Preschool-K – 30%
- Elementary – 55%
- Middle/Junior High – 45%
- Secondary/Senior High – 43%
- Two-Year College – 3%
- Four-Year College or University – 10%
- Other – 4%

Totals may exceed 100% because of multiple mentions.

Source: 2010 ASCD Member Survey.



BE A

Leader



Leadership Team

BOARD OF DIRECTORS

Sara Magaña Shubel
Grand Rapids, MI
President

Paul Healey
Mechanicsburg, PA
President-Elect

Linda Mariotti
Salt Lake City, UT
Immediate Past President

Harriett Arnold
Stockton, CA

Robert Bruckner
Omaha, NE

Colin Cameron
Salem, OR

Kathy Clayton
Spokane Valley, WA

Sandy Clifton
San Diego, CA

Jane Cobia
Sylacauga, AL

Nancy Gibson
Downer's Grove, IL

Tyrone Harris
Little Rock, AR

Katherine H. Howard
Piedmont, SC

Marsha Jones
Springdale, AR

Roland Kay
Barry's Bay, Ontario, Canada

Deana Lopez
Keller, TX

Laurie McCullough
Charlottesville, VA

Gabriel Rshaid
Buenos Aires, Argentina

Jeff Stephens
Ogden, UT

Mark Sutter
Elyria, OH

Donald Viegut
Oshkosh, WI

EXECUTIVE LEADERSHIP TEAM

Gene R. Carter, *Chief Executive Officer/Executive Director*

Eric Bellamy, *Chief Financial Officer/Deputy Executive Director, Finance and Operations*

Judy Seltz, *Chief Constituent Services Officer/Deputy Executive Director, Constituent Services*

Deborah A. Hall-Pope, *Chief Human Resources and Organizational Services Officer*

Judy Zimny, *Chief Program Development Officer*

Michael Berkeley, *Assistant Executive Director, Information Technology Solutions*

Ron Miletta, *Assistant Executive Director, Marketing and Member Services*



Canada

Alberta
British Columbia
Manitoba
Ontario

Caribbean

Curaçao
Trinidad and
Tobago

East Asia

Japan
Singapore

United States

Alabama
Alaska

Arizona
Arkansas
California
Colorado
Connecticut
District of Columbia
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana

Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio

Oklahoma
Oregon
Pennsylvania
Puerto Rico
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

A S C D *Employee Roster*

Holly Highsmith Abrams	Michelle Colon- Camacho	Miriam Goldstein Troy Gooden	Laura Lawson Tammy Lester	Joe O'Brien Patricia Okenica	Jarrold Rudo Darcie Russell	Francesca Wagner Jessica Wakefield
Adi Addvensky Layla Allahverdi	Judi Connelly Eric Coyle	Alicia Goodman Pasan Goonasekera	Theresa Lewallen Pam Lewis	Genny Ostertag Christian Ovaitt	Heather Rybicki Christy Sadler	Meltonya Wakefield Tisha Ware
Rick Allen Rob Allen II	Ann Cunningham- Morris	Trayonne Green Jamie Greene	Julia Liapidova Ben Licciardi	Gayle Owens Georgia Park	Klea Scharberg Marge Scherer	Rian Watson Kiante Webb
Amy Azzam Rebecca Baker	Dionne Cureton Kevin Davis	David Griffith Holly Groshon	Brian Lu Gabe Lynch	Margini Patel Tess Patrick	Beth Schweinefuss Judy Seltz	Johnneca Weems Adam Welch
Linda Barrett Eric Bellamy	Tarsha Davis Teidra DeLacoudray	Deborah Hall-Pope David Hargis	John Mackie Indu Madan	Deborah Perkins- Gough	Deborah Siegel Meg Simpson	Leslie Welch Vivian West
Kelvin Bellamy Heather Benjamin	Angela Demmons Keith Demmons	Kit Harris Lori Hawkins	Katie Martin Lindsay Martin-	Mike Pirtle Sarah Plumb	Sean Slade Willona Sloan	Carolyn Wheeler Caroly Whipple
Michael Berkeley Laura Berry	Monique Dennis Becky DeRigge	Leon Hayes Carole Hayward	Bilbrey Kathleen May	Lisa Post Ruby Powell	David Snyder Kyle Steichen	Dana Williams Dionne Williams
Shannon Bethea Gary Bloom	Ugochi Dinnea Tina Dove	Frank Henry Julie Houtz	Matt Mayer Barbara McCloskey	Catlin Power Sirisha Prasad	Karen Steirer Alonzo Swann	Scott Willis Katy Wogec
Daniela Bostic-Clark Pat Breichner	Percy Edwards Jonathan Evans	Debbie Howerton Tim Ito	Tracy McKee Walter McKenzie	Teresa Preston Monica Price	Matthew Swift Joe Syrowik	Carolyn Wojcik Andre Wright
Debbie Brown Dorothy Brown	Tatyana Evans Brittany Bowen	Takiyah Jefferson Isis Jenkins	Melissa Mellor Barbara Michelman	Jean Pride John Primm	Lillian Tafoya Michelle Tarr	Ernesto Yermoli Derrick Young
Simon Cable Gene Carter	Fleming Tiffany Foddrell	Andre Jones Jackie Juniper	Jake Mihalak Ron Miletta	Reece Quiñones Nicholas Regardie	Adriane Tasco Beth Taylor	Rebekah Young Valerie Younkin
Haiyao Chen Alan Chu	Jeff Fraler Katie Freeman	Mike Kalyan Maren Kelley	Trina Miller Nancy Modrak	Nicholas Regardie Tim Register	Pamela Taylor Cheryl Thibodeau	Donna Yudkin Carmen Yuhas
Sara Clauser Sandra Claxton	Scott Fuller Shelly Geary	Hughie Kelly Sylva Kezar	Jacquelyn Morrison Praveen Muthu	Melody Ridgeway Judy Rixey	Naomi Thiers Jessica Urquiola	Jin Zhang Judy Zimny
Sarvain Cobb Rita Coleman	Mike Geller Alseta Gholston	Nawal Khalaf Miseon Kim	Sima Nasr Mary Beth Nielsen	Lucy Robertson Tiffany Robinson	Laura Varlas Dean Virag	Andy Zurvalec As of December 2010
Jeff Collins	Lisa Goldsberry	Maria Kretowicz	KayLani Noble	Carly Rothman	Soumya Vishnu	



34





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