



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 is 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.

Mission

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



Message from our CEO and Executive Director

ASCD has been supporting educators and education leaders for more than 75 years.

Teachers, school leaders, and superintendents have come to ASCD for resources they can trust, and relationships that help them recharge, grow, and better serve the millions of children who look to them as education leaders. Innovation and independence have been part of ASCD's identity since the beginning. We have been publishing some of the most influential books and articles on teaching and learning since 1943, consistently demonstrating an ability to anticipate the changing needs of the field. Our nonpartisan status, diverse membership, and relentless focus on high-quality content have built ASCD's reputation as a reliable and steady partner, sincerely focused on what is best for educators and students.

Today, we are drawing on ASCD's many assets and rich history to set a new course for our future. In recent decades, the pace of change has accelerated, and that pace has intensified demands and change in school systems and on our education leaders. Schools and educators face pressing new challenges, and the way teachers, school leaders, and superintendents access information, allocate time and money, and engage in community will continue to evolve rapidly in the coming years.

The months marked by this annual report, were like no other in terms of its demands for innovation and stress on educators, families, and students. COVID-19 disrupted everything we knew about schooling, work, and daily life. ASCD pivoted in every conceivable way to serve educators to meet their immediate needs as well as to nourish their long-term professional growth. Our events became virtual, and topical areas of need such as integrating technology into teaching, social and emotional learning, and the emotional health and well-being of educators became acute areas of focus for the organization. While historically leading on the issue of equity, the focus on racial justice and social discourse took on intensified meaning for the organization as the nation struggled through difficult cultural and political events that impacted what students and schools had to process.

ASCD will focus on supporting the education community as they navigate change moving forward by providing the most impactful content, nurturing a supportive community of education leaders—teachers, principals, and administrators—and through delivering educator professional learning by seasoned experts, coaches, and facilitators. By investing in technology to enable the better use of content and educator dialogue, we are on a path to reinvigorate the durable goals laid out for the organization at its inception.

—Ranjit Sidhu



Message from our Board President

I assumed my role as ASCD Board president in July of 2020, and this last year in education has been marked by virtual schooling, a deep need to focus on social and emotional wellbeing, and the ability of educators to adapt and innovate in a time of need.

The intensity of the pandemic introduced an extremely challenging outlook at its onset, but later revealed an opportunity to make much-needed changes to systems and pedagogies. As schools and districts pivoted to ensure student learning continued in varying forms of instruction, ASCD took on a mindset of growth as an organization as well, adopting a five-year strategic vision that includes a focus on digital transformation, an organizational centering on equity and social justice, and a commitment to more impactful content, coaching, and community experiences for educators.

We committed to increasing opportunities for community engagement and to developing agile,

high-quality resources aligned to educators' constantly evolving needs. We also reimagined our professional learning experiences—making all conferences and symposiums available virtually while we look forward to convening the ASCD family of educators in the near future.

The Board of Directors worked closely with ASCD's executive team to not only meet the urgency of the year and ensure ASCD provided timely support to educators, but to layout a long-term sustainable direction for the organization.

As an elected member of the Board of Directors, it has been an honor to serve as Board President this last year. While 2020 proved to be a challenging year for ASCD, we navigated unpredictable events soundly, and the Board of Directors has never been more confident in the organization's future.

—Dolores Cormier-Zenon

Board of Directors

2020-2021



**Dolores
Cormier-Zenon**

President
President, Louisiana
National Certified Teacher
Network; President, PC2
Education Foundation; CEO,
Wise Owl Scholar Academy,
Lafayette, LA



**Neil
Gupta**

Vice President
Director of
Secondary Education,
Worthington Schools,
Worthington, OH



**Karen
Baptiste**

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



**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**

CEO, EdTech Evidence
Exchange; Research
Associate Professor,
University of Virginia
School of Education &
Human Development,
Arlington, VA



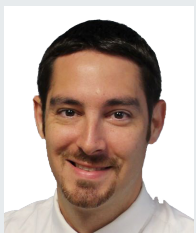
**Sandy
Husk**

CEO, AVID,
San Diego, CA



**Phyllis
Lockett**

CEO, LEAP Innovations,
Chicago, IL



**Matthew
Mingle**

Superintendent, Warren
Township Schools,
Warren, NJ



**Avis
Williams**

Superintendent,
Selma Public Schools,
Selma, AL



**Charles Badu
Yeboah**

Founder and Managing
Director, International
Community Schools,
Kumasi, Ashanti Region,
Ghana



**Ranjit
Sidhu**

CEO and Executive
Director, ASCD

Constituent Statistics

133,911

Members and Activate Subscribers

*Total member count as of August 31, 2020

from
120
Countries

70

Affiliates and Connected Communities

in more than
19
Countries

442

Emerging Leaders

ASCD welcomed **21 emerging leaders** in 2020. The Emerging Leaders program recognizes and prepares young, promising educators to influence education programs, policy, and practice on both the local and national levels.

Social & Web Stats

f 150K
Facebook followers

t 265K
@ASCD Twitter followers

IN 1.2 MM
Views on ASCD's Inservice blog

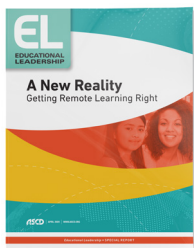
p 36K | **in 42K**
Pinterest followers | LinkedIn followers

ig 13K
Instagram followers

104,360
ASCD Webinar participants

ASCD's Response to a New Reality: Covid19 and Remote Learning

In Spring of 2020, school leaders and educators across the world entered what the superintendent of one major district has called “truly uncharted waters.” The spread of the novel coronavirus—and the subsequent shutdown of many school systems—has created a new reality in K–12 education, one in which many educators and families have had to make a rapid, unanticipated transition to remote (or distance) learning and in which issues of student equity and well-being loom larger than ever. ASCD responded instantly!



Educational Leadership Magazine

This special issue of *Educational Leadership* was designed to provide guidance and spark reflection, discussion, and problem-solving on these issues. Bringing together a range of expert educator voices, the issue spotlights technological, infrastructural, and

instructional best practices for remote learning in difficult circumstances. At the same time, it explores the social-emotional, cognitive, and resource challenges that many students and families are facing today, in effect providing a whole-child lens on distance-learning practices.



Virtual Professional Learning Events

Developed new virtual professional learning events like ASCD Symposiums to continue providing learning experiences tailored to educators needs that can be accessed virtually anywhere.



Remote Professional Learning Services from ASCD

We combined remote learning options and our digital resource library to provide educators with a flexible professional learning experience.



Equity & Cultural Competency



Curriculum and Instruction



Leadership and Management



Social-Emotional Learning



Technology in Education



Whole Child

ASCD Virtual Professional Learning Frameworks

New virtual professional learning frameworks enable educators to tackle big ideas by deepening understanding of six essential content areas: Equity and Cultural Competency; Curriculum and Instruction; Leadership and Management; Social-Emotional Learning (SEL); Technology in Education; Whole Child.

The Frameworks combine with coaching and strategic planning to create a targeted virtual learning experience.

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.

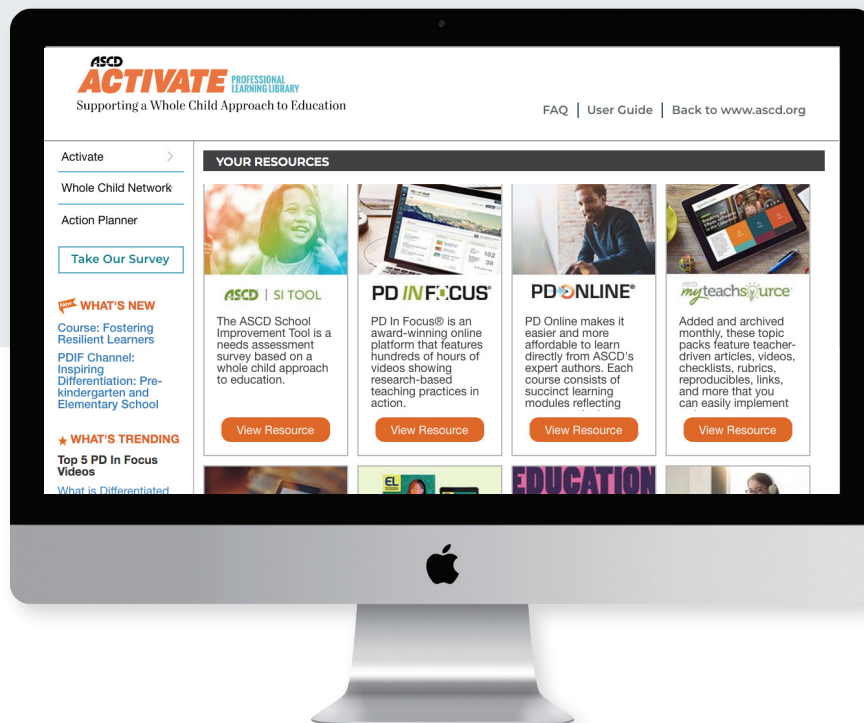
Fiscal Year 2020

669

Schools using ASCD Activate

55,726

Activate users



Testimonials



As the @ozarkschools learning division focuses on the pandemic's impact on students & staff, these two texts were in my mailbox today—the quarterly @ascd text by @marileesprenger & the *Educational Leadership Magazine*. Will be good weekend reading.

Craig Carson,
@CraigLCarson

I can wait to read this month's magazine. Okay, I always look forward to reading *EL* each month. *EL* delivers timely, relevant and thought-provoking information. #TeachingMatters

Teresa Lien, @5liens

I don't know if I've ever nodded my head and yelled out "Yes!" while reading a magazine article before but I just did while reading @MisterMinor's interview in this month's *EL Magazine* from @ASCD. The whole issue is a MUST read!!!!

Jeremy Resnick
@JeremyResnick

@ELmagazine nailed it with this important discussion. Remote learners need opportunities to interact, collaborate & socialize! What does that look like in YOUR remote classroom? #VirtualPrincipal

Sari Goldberg McKeown
@sgteach_sari

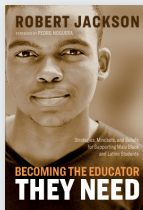
If you wanted to know just how nerdy I really am, I've been an ASCD member since 2009 and still refer back to old issues of their *EL* journal daily! Every. Last. One.

Dave Johnson
@NotDaveJohnson

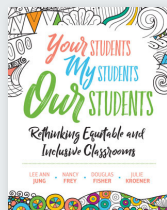


Awards

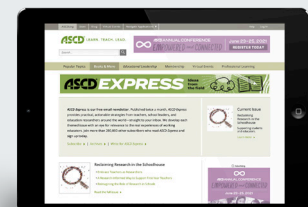
ASCD celebrated several award-winning products and publications in 2020:



ASCD Books



Educational Leadership® Magazine



ASCD Express Newsletter

Financial Results for Fiscal Year 2020

September 1, 2019–August 31, 2020

Support and Revenue

Publications and Products.....	\$10,340,623
Membership Dues and Subscriptions	\$7,899,511
Professional Learning.....	\$5,983,112
Advertising.....	\$829,053
Royalty Income.....	\$610,955
Other Income.....	\$437,268
Total Support and Revenue	\$26,100,522

Expenses

Program Services

Publications and Products.....	\$9,394,230
Member Services.....	\$3,862,298
Professional Learning.....	\$5,033,701
Constituent Services.....	\$1,547,808
Design and Production.....	\$1,377,219
Public Policy	\$186,353
Grants and Contracts.....	\$78,359
Total Program Services.....	\$21,479,968

Support Services

General and Administrative	\$6,557,481
Marketing.....	\$1,554,039
Governance, Executive, and Communications.....	\$2,338,317
Total Support Services	\$10,449,837
Total Operating Expenses.....	\$31,929,805

Change in net assets before other gains and deductions..... (\$5,829,283)

Other Gains and Deductions

Gain/(Loss) on Interest Rate Swap.....	(\$333,752)
Investment Income.....	\$3,739,188
Loss on Disposal of Asset.....	(\$79,798)
Total Other Gains and Deductions	\$3,325,638

Change in Net Assets **Before** Noncontrolling Interest..... (\$2,503,645)

Less Noncontrolling Interest in Student Growth Center's Net Loss.... (\$4,150)

Change in Net Assets—Controlling Interest..... (\$2,499,495)

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