



2021  
**Annual Report**



# Mission

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



# Vision

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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.



Avis Williams



Ranjit Sidhu

## Message from our Board President and our CEO,

### **This past year reflected continued disruption in the world—especially for our schools and educators.**

The Pandemic's incessant ebb and flow resulted in a rush of varied responses and views on how to create healthy learning environments for students, and this environment challenged and tested most education leaders in new ways. While the education field sustained an urgent focus on student needs and wellbeing during this time, the pressing need to ensure healthy and nurturing environments for educators also took center stage.

ASCD has been devoted to supporting educators for 78 years. Teachers, school leaders, central office leaders and superintendents have come to us for resources and relationships they can trust to help them recharge, grow, and better serve the millions of children who look up to them. While ASCD is known for its focus on a Whole Child education, in response to the pressing demands and contextual factors facing educators, the organization quickly mobilized our vast resources to focus on supporting the Whole Educator. We believe attending to holistic needs of the Whole Educator is a necessary and durable anchor moving forward and a key to ensure the strength of our schools.

We are well equipped to rise to the task. Our nonpartisan status, diverse membership, and relentless focus on high-quality learning content positions ASCD to serve as a reliable and steady partner, sincerely focused on what is best for educators and students. ASCD is leveraging its considerable assets and rich history to set a new course to accelerate growth, meet shifting demands in school systems, and support our education leaders. The way teachers, school leaders, and superintendents access information, allocate

resources, and engage in community will continue to evolve, and will change rapidly in the coming years. Our goal is to support educators in navigating the changing times.

Thanks to the ASCD staff, ASCD Community leaders, and the ASCD Board of Directors' dedication to service and our membership, fiscal year 2021 was marked by sound financial management ensuring the ability to invest in the future of the association and its continued impact. As schools navigated challenges, our Associations work and daily life was also impacted. However, we continued to provide valuable resources in the form of publications, convenings, and trainings, and much of that work was hosted virtually. And while the organization has historically led on the issue of equity, the focus on equity and cultural competence took on intensified meaning for the organization as the nation struggles through important cultural dialogue that impacts what happens in schools. Our publications and convenings amplified resources and expertise in this domain to enrich the dialogue in a positive way.

As we indicated in the strategic plan adopted last year, with your partnership ASCD will carry on our mission to support the education community as they navigate change moving forward by providing enriching content, nurturing a supportive community of education leaders in all roles and positions, and delivering educator professional learning with seasoned experts, coaches, and facilitators through dynamic technology and learning experiences.

Finally, we will unfailingly ensure the voice of educators and future transformation efforts that serve the Whole Educator remain at the core of strategic thought. We are on a path to reinvigorate the durable goals laid out for the organization at its inception.

—Avis Williams, President, ASCD Board of Directors

—Ranjit Sidhu, ASCD CEO and Executive Director



# Board of Directors

# 2020–2021



## Neil Gupta

**President**  
Term: July 1, 2019–  
February 28, 2022  
Director of Secondary  
Education, Worthington  
Schools



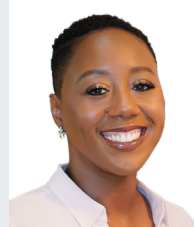
## Avis Williams

**Vice President**  
Term: July 1, 2020–  
June 30, 2024  
Superintendent,  
Selma City Schools,  
Selma, AL



## Karen Baptiste

Term: July 1, 2018–  
June 30, 2022  
Founder & Director,  
w-school to Prison, LLC  
Consultant Director,  
Learning Services  
McREL International



## Patrice Dawkins-Jackson

Term: July 1, 2019–  
June 30, 2023  
Director of Organizational  
Learning & Development  
and Associate of  
Networked Improvement  
Science, Carnegie  
Foundation



## Bart Epstein

Term: July 1, 2021–  
June 30, 2023  
Chief Executive Officer,  
EdTech Evidence Exchange  
Research Associate  
Professor, University of  
Virginia Curry School  
of Education & Human  
Development



## Sandy Husk

Term: July 1, 2018–  
June 30, 2022  
Chief Executive Officer,  
AVID



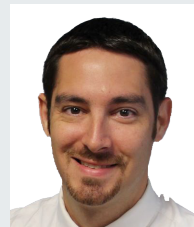
## Christopher A. Koch

Term: July 1, 2021–  
June 30, 2025  
President, Council for the  
Accreditation of Educator  
Preparation



## Phyllis Lockett

Term: July 1, 2018–  
June 30, 2022  
CEO, LEAP Innovations



## Matthew Mingle

Term: July 1, 2018–  
June 30, 2022  
Superintendent, Warren  
Township Schools  
2021–2022 Board of  
Directors and CEO &  
Executive Director



## Jeremy Owoh

Term: July 1, 2021–  
June 30, 2025  
Superintendent of Schools,  
Jacksonville North Pulaski  
School District



## Noris Price

Term: July 1, 2021–  
June 30, 2025  
Superintendent, Baldwin  
County School District



## Aaron Thompson, Jr.

Term: July 1, 2021–  
June 30, 2025  
President, Kentucky  
Council on Postsecondary  
Education



## Charles Badu Yeboah

Term: July 1, 2020–  
June 30, 2024  
Co-founder and  
Managing Director,  
International Community  
Schools



## Ranjit Sidhu

CEO and Executive  
Director, ASCD

# Constituent Statistics

# 116,861

**Members and  
Activate Subscribers**

\*Total member count as of August 31, 2020

# 60

**Affiliates  
and Connected Communities**

# 465

**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 155K**  
Facebook followers

**t 278K**  
@ASCD Twitter followers

**IN 1.2 MM**  
Views on ASCD's Inservice blog

**p 36K** | **in 45K**  
Pinterest followers | LinkedIn followers

**o 14K**  
Instagram followers

# Supporting the Whole Child and the Whole Educator

As the COVID-19 pandemic entered its second year, ASCD began to respond to the overwhelming stress reported by educators everywhere. The world became increasingly aware of the social-emotional, health, and safety needs of educators as well as students. We expanded our focus on supporting the whole child to include supporting the whole educator—a particularly important focus in the current climate of crisis response and recovery, when “whole educator” needs are easy to lose sight of.

A school committed to the whole child and whole educator, not only in words but in actions, is one where the cognitive, physical, social, and emotional needs of students and their educators are intentionally addressed throughout classroom curriculum, instruction, and assessment, staff development, school culture, and family and community engagement.



## Content and Resources to Support the Whole Educator

ASCD increased our focus on content that supports the whole educator, including blogs about supporting teach well-being; books on compassionate coaching and team building, and *Educational Leadership* issues that looked closely at the adjust-

ments schools can make to bolster educator efficacy in a climate of crisis response and recovery.



## Virtual Professional Learning Events

ASCD planned and offered virtual events

focused on topics that support the whole educator, including the ASCD Virtual Leadership Summit “Lead to Flourish: Serving the Whole Child & Whole Educator” and the “Empowered Principal Symposium.”



## Virtual Author Workshops

ASCD developed and offered conversational

learning workshops with authors and peers to help educators address immediate challenges and find peer support.



Equity & Cultural Competency



Curriculum and Instruction



Leadership and Management



Social-Emotional Learning



Technology in Education



Whole Child

## ASCD Virtual Professional Learning Frameworks

Virtual Professional Learning Frameworks helped educators 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.

# Testimonials



I'm not sure how they do it, but I swear that @ELmagazine reads my mind with every magazine. Just days ago, I sat in a conference session about restorative practices in discipline, talked to some staff about it, and then BAM!, I get this magazine about compassionate discipline.

**Ben Baptist**  
@BaptistLVJH

Thank you to "@ASCD's @ELmagazine contributors for sharing so many wonderful strategies teachers and staff can use immediately to purposely engage students.

**Tika Epstein @tikae**

When this issue landed in our offices this week, it was truly a welcome sight Thank you @ELmagazine for always curating the most relevant topics and bringing in dedicated authors to create your content! Every page in this issue will be read several times over.

**Dr. Amanda Cook**  
@MrsAmandaLCook

@ELmagazine was pivotal in my ability to organize and push for what was best for students during my 13yrs teaching. Now that I'm a teacher support person, ELmag is again arriving with a timely topical issue that I know is gonna help me support teachers and empower students.

**Dustin Voss @TeacherVoss**

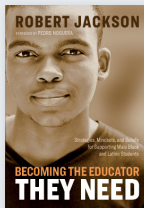
Excited to read my copy! I can't wait for it to arrive. I'm like a kid checking my mailbox twice a day

**Sean Gaillard**  
@smgaillard

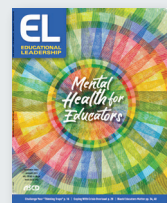
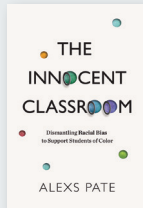


# Awards

ASCD celebrated several award-winning products and publications in 2021:



ASCD Books



Educational Leadership® Magazine



2020 ASCD Annual Report

# Financial Results for Fiscal Year 2021

September 1, 2020–August 31, 2021

## Support and Revenue

Publications and Products.....	\$11,149,815
Membership Dues and Subscriptions .....	\$7,100,166
Professional Learning.....	\$5,598,747
Advertising.....	\$441,754
Royalty Income.....	\$598,276
Grant Income—Employee Retention Credits.....	\$2,222,227
Other Income.....	\$2,307,353
<b>Total Support and Revenue .....</b>	<b>\$29,418,338</b>

## Expenses

### Program Services

Publications and Products.....	\$8,553,809
Membership Services.....	\$3,638,372
Professional Learning.....	\$4,401,831
Constituent Services.....	\$657,574
Design and Production.....	\$1,090,405
Public Policy .....	\$183,211
Grants and Contracts.....	\$140,545
<b>Total Program Services.....</b>	<b>\$18,665,747</b>

### Support Services

General and Administrative .....	\$6,557,481
Marketing.....	\$3,237,894
Governance, Executive, and Communications.....	\$2,572,804
<b>Total Support Services .....</b>	<b>\$9,144,053</b>
<b>Total Operating Expenses .....</b>	<b>\$27,809,800</b>

Change in net assets before other gains and deductions..... \$1,608,538

### Other Gains and Deductions

Gain/(Loss) on Interest Rate Swap.....	\$-
Investment Income.....	\$9,638,727
Loss on Disposal of Asset.....	\$(37,051)
<b>Total Other Gains and Deductions .....</b>	<b>\$9,601,676</b>

Change in Net Assets <b>Before</b> Noncontrolling Interest.....	\$11,210,214
Loss from Discontinued Operations.....	\$(664,053)
Noncontrolling Interest in Student Growth Center's Net Loss.....	\$(1,290)
<b>Change in Net Assets—Controlling Interest.....</b>	<b>\$11,211,504</b>



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**[www.ascd.org](http://www.ascd.org)**

