
THE EDUCATIONAL THEATRE ASSOCIATION **2002** ANNUAL REPORT

August 1, 2001 to July 31, 2002





A message to our members

It is our privilege, as the elected and appointed officers of the Educational Theatre Association, to lead the largest theatre-related membership organization in the world. With that privilege comes a duty to our members that is not unlike the one a corporate board chairman and CEO owe to their shareholders.

It is you, our members, who provide the funds and energy that make the Educational Theatre Association a vibrant, growing organization. We believe that the investment you make in the Association entitles you to be kept informed about our stewardship of the organization's resources. An informed membership that is encouraged to participate in the life of the Association is the best assurance that the board and staff will make wise choices as they set policies and plan programs for the future.

With that in mind, we are pleased to present this annual report on the Association's activities and financial affairs for the fiscal year 2001-02.

Phillip W. Moss, *President of the Governing Board*
Michael J. Peitz, *Executive Director*

Introduction

The Educational Theatre Association completed its seventy-third year with money in the bank, a talented, committed professional staff, and a membership base that represents the cream of theatre students and educators in North America.

Like everybody else, the organization faced challenges during the 2002 fiscal year that grew out of post-9/11 changes in the economy, and found it necessary to make adjustments to fit the new economic realities. But its core programs and activities remained sound and healthy, and overall the state of the Association was good at the close of the fiscal year.

This report provides a digest of the Association's programs and activities between August 1, 2001 and July 31, 2002. Comments or questions can be addressed to the EdTA staff at 2343 Auburn Ave., Cincinnati, OH 45219 or info@edta.org.

Significant Governing Board actions

A six-member Governing Board (with the executive director as an ex-officio member) defines the mission, sets policy, and articulates the long-term aims of the Association. Among the significant actions by the board during FY02:

- The establishment of the Senior Theatre League of America as a division of EdTA in August 2001.
- Mid-course corrections to the fiscal year 2002 budget in October 2001. The board acted on a staff recommendation to lower income expectations and cut expenses, keeping approximately the same income/expense ratio, in response to changes in the economic outlook after September 11.
- Establishment of a finance committee, charged with reviewing staff budget proposals and advising the board on investments.
- The hiring of a consultant to study the feasibility of adding a development and fundraising office to the staff.

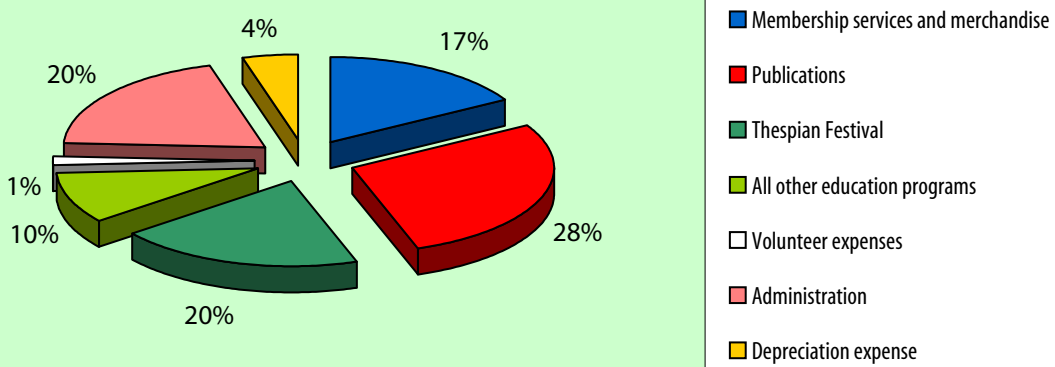
Over the course of the year, through a number of separate actions and discussions, the board refined a policy on the use of the Association's financial reserves. The reserves, which consist of investments valued at \$1,754,800 at year's end, are of prime importance in the protection of the long-term financial health of the Association, for example to protect it from a large-scale loss of income. At the same time, the board has made allocations from the reserves to fund extraordinary projects such as a major software purchase, website development project, or new initiatives such as the development feasibility study. These projects are important to the growth and development of the Association and its divisions but cannot be funded from the

organization's normal revenue sources—chiefly member fees and educational event income—without placing an undue burden on members and drastically increasing fees.

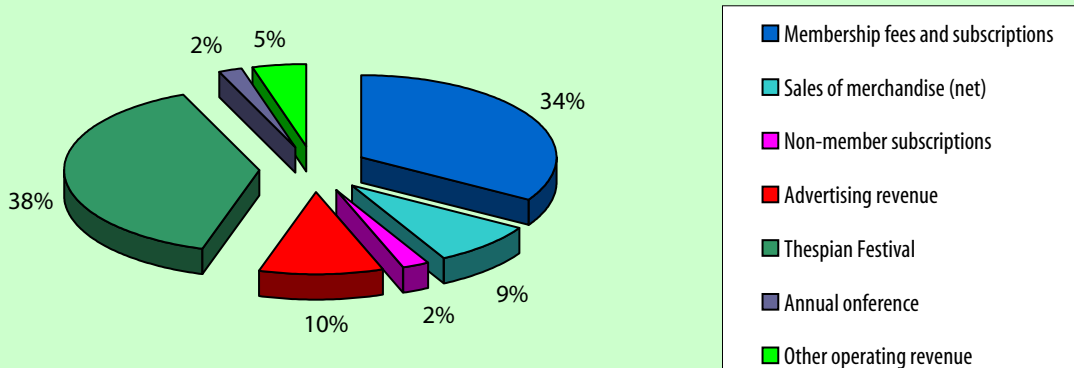
A financial snapshot

The charts on this page show revenue and expenses for the year for key areas of activity. Together with the following information, they provide a snapshot of the Association's financial condition at the end of the fiscal year.

Educational Theatre Association operating costs: \$2,550,800



Educational Theatre Association program revenue: \$2,475,800



Operating income and expenses. Total revenue of \$2,475,800 was \$165,300 or 6 percent lower than budgeted revenue. FY 2002 revenue increased by \$88,560 or 3.4 percent over the prior year's activity. FY 2002 expense of \$2,550,800 was an increase of \$32,000 or 1.2 percent over the prior year's activity. Total annual operating expense was lower than the budget of \$3,002,567 by \$330,500 or 11 percent.

Our operating gain, which excludes depreciation expense, for the year was \$35,400. Depreciation is a non-cash expense that identifies the anticipated proportional replacement cost for structures, equipment, and other assets. The prior year the Association reported an operating loss.

Unrestricted investment funds. Due to significant fluctuations in the investment markets, the portfolio value declined by \$155,345 to \$1,754,800.

Membership

The Association ended the year with 3,300 Thespian and Junior Thespian troupes, the largest number of affiliated schools since the 1970s. (There were 3,032 high school troupes and 268 junior troupes.) Troupe growth was about 5 percent for the year, and 12 percent since August 2000. Just under 28,700 new Thespians were inducted during the year.

The individual membership category also showed strong growth, up 18 percent to 487. The total number of adult members, including troupe sponsors and individuals, was 3,787 as of July 31, 2002.

As the fiscal year drew to a close the groundwork had been laid for the establishment of a new membership division, the Senior Theatre League of America. An expression of the Association's commitment to the idea of theatre as an instrument of lifelong learning, STLA will provide structure and services to the large and growing senior theatre movement.

A staff of eight operates the Association's member service center, which is responsible for maintaining troupe accounts and records, issuing membership credentials, administering award programs and the Thespian scholarship program, processing merchandise orders, and handling a steady flow of information requests. The member services staff also supports the Association's volunteer leadership, which



provides the framework for operations at the local, state and province, national, and international levels.

The accessibility and range of member services was substantially enhanced during fiscal 2002 by the Association's new website, which was rebuilt from the ground up the previous year and launched during the summer of 2001. The site quickly gained wide acceptance among members, who can use it to catch up on member news, pay fees and download membership forms and documents, order merchandise, contact colleagues through a member directory, access online versions of articles from *Dramatics* and *Teaching Theatre*, register for EdTA events, share ideas on discussion boards, and link to thousands of other internet resources. In its first twelve months of operation, which corresponds roughly to the 2002 fiscal year, www.edta.org entertained 208,000 visitors.

Educational programs and events

The centerpiece of the Association's annual schedule of educational programs and events is the Thespian Festival, a weeklong menu of shows, workshops, solo performances, leadership training, and college auditions on the campus of the University of Nebraska every June. The Festival is also the venue for Thespian Playworks, the Association's student playwriting program.



All of the Association's educational programs and events involve travel for participants, ranging from short drives to intercontinental flights, and all of them were affected to some degree by changes in attitudes toward travel after September 11. Attendance at the 2002 Festival was about 2,100, down 12 percent from the previous year.

New on the event schedule in 2002: regional middle school festivals modeled after the Thespian Festival. The first two were held in Pittsburgh and in Denton, Texas, with total attendance of just over 300 students and teachers and very positive evaluations from participants.

The 2002 EdTA Convention drew 192 members to New Orleans, with sixty-eight participating in a pre-Convention Director's Conservatory. Seventy-one teachers attended the Middle School Theatre Forum in Las Vegas.

The Association operated Professional Development Institutes on the topics of directing musicals, teaching theatre history, and lighting technology, with a total of eighty-five participants.

Advocacy

The Association participates in the national discourse on arts education through partnerships and liaisons with other non-profit groups, government agencies, and private companies in advocacy efforts that are integrated with EdTA awards programs and other activities.

EdTA is a co-sponsor of Arts Advocacy Day and a partner in the Ad Council's "Art, Ask for More" campaign. The Association is a member of the Arts Education Partnership, Americans for the Arts, the Alliance for Curriculum Reform, and the International Amateur Theatre Association, and has been consulted by The College Board and the National Board for Professional Teaching Standards on classroom issues.

At the grassroots level, members and affiliated schools are involved in advocacy and public awareness efforts through the Association's signature Theatre for Life campaign.

Publications

The Association publishes *Dramatics*, a monthly magazine for theatre students and teachers, and *Teaching Theatre*, a quarterly journal for educators.



Dramatics is intended to give students and teachers tools to become more proficient at making theatre, to help students make an educated decision about whether to pursue a theatre career, and to prepare students for a lifelong relationship with theatre. To that end it contains a mix of practical articles on acting, directing, design and production, and other theatre topics; new plays; profiles of theatre professionals and other career-oriented material; and articles about choosing and getting admitted to a college theatre program. Its December College Theatre Directory profiles more than two hundred schools.

Teaching Theatre includes explorations of pedagogical issues, practical exercises designed for classroom use, and arts education news.

For both publications, one of the milestones of the year was the development of an online presence. For the first time, selected articles from each issue were posted to the EdTA website, where they remain available in a searchable archive.



Dramatics advertising sales improved significantly —by more than 15 percent—for the second consecutive year. Another important publishing development was the initiation of advertising sales in Teaching Theatre, which was being implemented at year's end.

The Association's member newsletter, *Super Trouper*, was converted from print to electronic publication during the year. The member news formerly contained in the newsletter is now posted on the news pages at www.edta.org.

Scholarships and awards

The Association and its state and provincial chapters awarded or distributed \$134,000 in direct merit scholarships during fiscal 2002. In addition, the college auditions program at the Thespian Festival gave member students access to thirty college and university theatre programs and their financial aid resources. (According to audition program rules, schools are not permitted to make scholarship offers during the Festival, and no records are kept of scholarship awards that result from participation in the program.)

EdTA also rewards excellence in educational theatre with annual inductions into its Hall of Fame and with awards that recognize outstanding theatre programs, administrative support, corporate involvement, and other individual achievements.

Angels

Grateful acknowledgement is made to the following donors who made gifts to the Association between August 1, 2001 and July 31, 2002: Alan Disher (Duplicator Sales), Bill and Marilyn Ellerby (Banta Publications), Mr. and Ms. Robert Geuder (in memory of Baron Longstreth), Gordon Hammersmith (Successful Products), Susan Lee (Camp Broadway), "Jo" McKeown, Dr. and Ms. Phillip Moss, Mike Mullin (Shriver & Company), Michael Peitz, Dave Rust (API), Bill and Janet Sarran, Truitt Smith (Gomembers, Inc.), and Fred and Jay Wittenbaum (SP Agency).

And to the following charter members of the Senior Theatre League of America, who each donated \$1,000 to help establish the organization: Betsy M. Fletcher, Footsteps of the Elders, a donation in memory of Margaret Harold, The Hazelbaker Foundation, Charles Helfert, Dolores Kane, Birdie Schmidt Larrick, Nancy and Ronald Nocks, Joy H. Reilly, Anna Marie Robinson, Barbara Sandberg-Morgan, Senior Repertory of Ohio Theatre Company, and the University of Nevada-Las Vegas Senior Adult Theatre Program.

Volunteer leaders

As of July 31, 2002

Governing Board

Phillip J. Moss, *President*
William Myatt, *Vice President*
and President-elect
Mary Alice Dwyer-Dobbin
Gloria McIntyre
Joe Norton
Peter Sargent

Leadership Coaches

Michael Fisher
Marie Glotzbach
Lana Hagan
Lee Hitchler
Madelon Horvath
Craig Ihnen
Carol Lommen
Jerry D. Smith
Brian Welch
Janine West

State/Province Chapter Directors

Alabama: Donnie Bryan
Alaska: Zena
Arizona: Susan Morrell
Arkansas: Delaine Gates
California: Marilynn Zeljeznjak
Colorado: Jeff S. Courtier
Connecticut: Richard Kohn
Florida: Michael Higgins
Georgia: Yatesy Harvey
Hawaii: Nancy Huffaker
Idaho: Sandra S. Seaton
Illinois: Larry Williams
Indiana: Bill Heimann

Iowa: Elizabeth Hansen
Kansas: Linda Webb
Kentucky: Lynne Aronson
Louisiana: Kerry Onxley
Maryland: Jana Heyl
Massachusetts: Len Radin
Michigan: Jonathan Gillespie
Minnesota: Tony Matthes
Mississippi: Debby Gibbs
Missouri: Freda Blevins
Montana: Stacey A. Bergquist
Nebraska: Mel Shoemaker
Nevada: Alyson Geary
New Jersey: Patrick Dearborn
New Mexico: Jonathan Dunskey
New York: Linda Hochheiser
Newfoundland and Labrador:
Levi Curtis
North Carolina: Peggie Boring
Ohio: David P. Leist
Oklahoma: Joyce Harbolt
Ontario: Anne McRuer
Oregon: Scott Walker
Pennsylvania: William Hallman
South Carolina: Timothy W.
Brown
Tennessee: E. Frank Bluestein
Texas: Anita L. Grant
Utah: Robin Edwards
Vermont: Cathy Archer
Virginia: Nancy P. Curtis
Washington: Leslie Herlich
West Virginia: Eileen Miller

Professional staff

Administration

Michael J. Peitz, *executive director*

James Flanagan, *executive administrative assistant*

Education and Advocacy

Jeffrey Leptak-Moreau, *director*

Nancy L. Brown, *manager of student programs and services*

Tracy Macmorine, *educational programs manager*

Membership and Leadership

David LaFleche, *director*

Brian Benz, *membership services manager*

Sandy Morgan, *information systems manager*

Emily Augustin, *membership service specialist*

Karen Husman Davis, *membership service specialist*

Tammy Hennemann, *membership service specialist*

Katrina Reynolds, *membership assistant*

Jhon Marshall, *membership service clerk*

Pat Kroeger, *inventory and shipping manager*

Finance

John McConn, *director*

Barbara Morgan, *junior accountant*

Susan Parker, *accountant*

Publications and Communications

Don Corathers, *director; editor, Dramatics*

James Palmarini, *editor, Teaching Theatre*

Elizabeth Cobbe, *assistant editor*

Steve Nelson, *tech theatre editor*

William Johnston, *art director*

Susan Doremus, *graphics specialist*

Christopher Hunt, *marketing manager*

Kathleen Taylor, *advertising manager*

Sally Bush, *advertising assistant*

Linda Hwang, *website editor*



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