



making **THE** connection

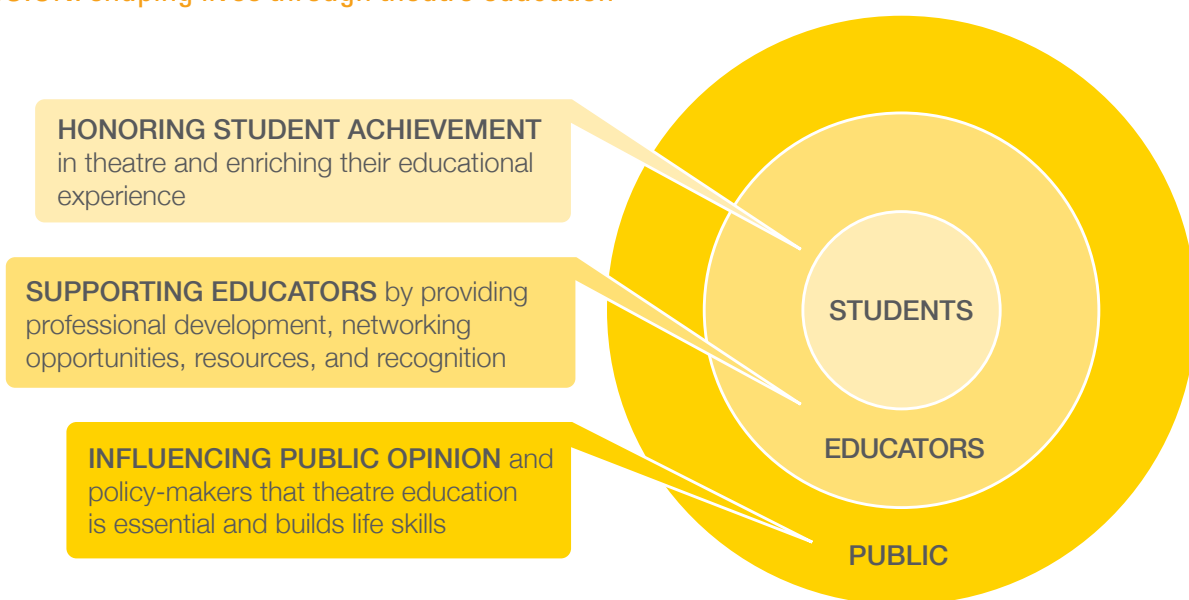
2014 ANNUAL REPORT



MISSION & strategies

We are passionate about **theatre education** and we want all students to have access to theatre in their curriculum. Theatre provides critical life skills necessary for **educational and career success** in the 21st century. And we believe that theatre should be taught by qualified theatre educators.

MISSION: shaping lives through theatre education



STRATEGIES:

1

STATURE

Raise EdTA's stature to build widespread support for theatre education

2

DIVERSITY

Broaden our reach by increasing diversity & access

3

INVOLVEMENT

Increase involvement and leadership of current members

4

TECHNOLOGY

Deliver evolving services & knowledge that leverage technology

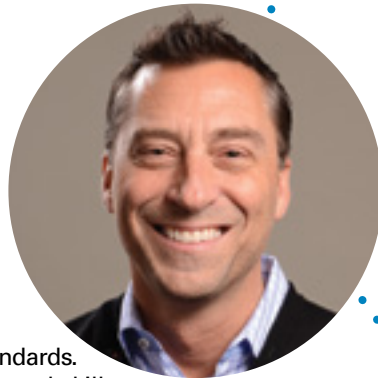
FROM THE PRESIDENT *and executive director*

With over 85 years of rich history in support of theatre education, EdTA in 2014 took significant leaps forward, rising to the changing demands of both technology and the educational landscape.

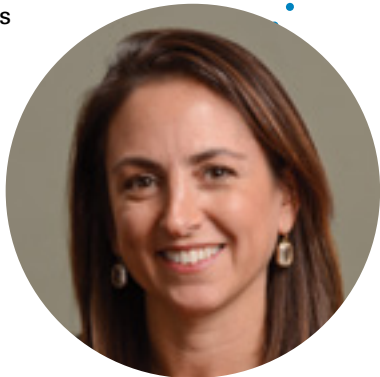
Foremost, and 20 years after the first publication of the national arts standards, we launched the 2014 National Core Theatre Standards as a web-based tool. With EdTA as a leadership member, and under the guidance of the National Coalition for Core Arts Standards, thousands of teachers and educational experts contributed to and commented on these sequential grade-by-grade PreK-12 standards. These standards encompass a robust body of knowledge and skills that affirm the rigor of theatre, and its value in the well-rounded education of all students, plus the need for well-trained professional teachers in this field. Finally, the Core Theatre Standards include assessment examples designed to help educators measure what students need to know and how to accomplish it in theatre arts, upon completion of their education.

Secondly, we launched the online Theatre Education Community to an enormous response. Today there are over 6,300 members, 2,500 active contributors, and an average of 14 discussion posts per day. It inspires us to see teachers sharing ideas and solving problems together in a manner only a powerful national network can provide.

Beyond these two major initiatives, we continued to strengthen our core programs, and reached new records in our induction of student thespians and attendance at the preeminent Thespian Festival. Forty-two state chapters held their own festivals providing learning opportunities to more than 48,000 student participants. We grew our support with the press, social media, and donors. And yet we always have more work to do. We hear too many stories of program cuts in schools, low income schools with no theatre at all, and overworked educators. Our community needs to pull together to take the next big leaps that will set us up for continued growth of the presence of theatre in schools, and provide the support to students and teachers that assists them in being successful and effective theatre educators.



EdTA in 2014 took significant leaps forward, rising to the changing demands of both technology and the educational landscape.



Jay Seller, Ph.D.
President, Board of Directors

Julie Woffington
Executive Director

LEADERSHIP

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Ohio
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Pat Santanello

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Kevin Hurst

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Pennsylvania
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South Carolina
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Texas
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Utah
Andrew Hunsaker

Virginia
Nancy Curtis

Washington
Ruben Van Kempen

West Virginia
Martha Loudon

Wisconsin
Kendra Dando Holly
Stanfield

Wyoming
Jeremy Hill

Western Pacific Islands
Harold Easton

international thespian officers

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ITO Chair
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High School
Omaha, Nebraska
Troupe 5483

Rachel Gatewood

Region III representative
McKinney Boyd
High School
McKinney, Texas
Troupe 7052

Alyssa Jewell

Region I representative
Parkrose High School
Portland, Oregon
Troupe 1783

Tracie Kunzika

Region IV representative
Classical Magnet
Hartford, Connecticut
Troupe 7168

Liz Coin

Region II representative
Pleasant Valley
High School
Bettendorf, Iowa
Troupe 856

Danysha Lamadie

Communications editor
Eastside High School
Covington, Georgia
Troupe 5649

We continue our efforts to ensure every student in America has access to theatre education, both in the classroom and after school.

- Led the work of the writing team for the 2014 National Core Arts Standards in theatre and developed the embedded standards-based assessments.
- Led a delegation of 20 representatives from 9 states to Arts Advocacy Day 2014 where EdTA served as a presenting organization for the Arts in Education overview; and secured the reading of EdTA's Democracyworks winning student essay winner in front of the entire delegation.
- Consulted on two Arts Education Partnership committees focusing on creating national policy on teacher professional development and student-centered learning environments.
- Collaborated in the creation and distribution of the graphic and narrative of A Shared Endeavor, a landmark document that articulates the shared responsibility for arts education among multiple stakeholders.
- Created the EdTA Standards Instructional Resources database that features many resources, including the theatre standards, assessments, and links to Teaching Theatre articles aligned to specific standards.
- Continued to consult with state-based stakeholders around the purpose and value of Career and Technical Education (CTE) and strategies for obtaining federally endorsed Career and Technical Education Organization (CTSO) recognition, with EdTA as the sponsoring organization.



MEMBERSHIP



Membership statistics show continued strength through the 13-14 school year:

| Category | 2012-13 | 2013-14* |
|-------------------------|---------|----------|
| High School Troupes | 3,757 | 3,815 |
| Junior Thespian Troupes | 486 | 511** |
| Troupe Count | 4,243 | 4,326 |
| Professional | 565 | 531 |
| Pre-Professional | 58 | 90 |
| Emeritus | 40 | 36 |
| Affiliate Professionals | 47 | 53 |
| High School Thespians | 39,902 | 39,582 |
| Junior Thespians | 5,514 | 5,607** |
| Honorary Thespians | 473 | 442 |

*Paid memberships only

** New records for Junior Thespian inductions and troupe count

Achieved total troupe retention of 92.9%

The national benchmark for associations is 90%.

Strong membership growth

Ten year troupe growth
Increase of 715 troupes (+20%).
Ten year adult membership growth
(troupe directors and all professional members) Increase of 908 adult members* (+22%).

ITS inductions for 13-14

Thespian inductions

The sixth consecutive year over 37,000. The strongest consistent induction since the mid-1970's.

Junior Thespian inductions

the third consecutive year over 5,000 and up 117% from 2004.

We launched an online Theatre Education Community so theatre educators can be part of an inclusive and empowered network that seeks to grow the field and maximize each individual's potential.

- The Theatre Education Community launched in February 2014, and contains more than 1,100 posts, with 137 library entries, and more than 110 blogs.
- Presented live video streaming and archived four Conference 2014 sessions, including keynote speakers and a town hall panel.
- Conducted and archived our first EdTA webinars, both introductory and advanced.
- Online educational content includes featured articles published from *Dramatics* and *Teaching Theatre*, with more than 11,000 downloads.



PUBLICATIONS

EdTA produces two publications, with a combined circulation of more than 50,000 per issue: *Dramatics*, a monthly, academic-year magazine for high school teachers and students, and *Teaching Theatre*, a quarterly journal for theatre educators.

- Launched a regular *Teaching Theatre* standards column, and cultivated writers for three subsequent standards-based articles.
- Both publications are offered digitally, with 69,700 unique visits, and 472,225 unique page views.
- Twenty articles from *Dramatics* and *Teaching Theatre* were adapted and posted on schooltheatre.org as part of the EdTA Standards Instructional Resource database, a standards-based teaching resource.



DEVELOPMENT

Thanks to the Association's generous individual and organizational donors and partners, 2014 was an exciting year of successful initiatives:

Send a Troupe to Festival grants provided a unique opportunity for two schools to attend the Thespian Festival in Lincoln for the first time. From the sixteen applicants, our volunteer committee selected:

Silverado High School (Troupe 5489), Las Vegas, NV

Ramon Cortines School of Visual and Performing Arts (Troupe 7573), Los Angeles, CA.

- The officers of the International Thespian Society created a crowdfunding project, "The Lincoln Experience," to support attendance by deserving troupes and thespians at Festival 2015. The ITOs are raising funds at state conferences by this initiative, "Minute to Give It," working with their State Thespian Officer colleagues.
- JumpStart Theatre, a new national initiative, will build sustainable theatre programs in underserved middle schools without theatre arts teachers. Three middle schools from the greater Cincinnati area have been selected for the pilot project, and a network of funders is being developed. A research component will measure the benefits of a student's involvement in musical theatre programs.
- As a result of donations for general scholarships and named scholarship funds, EdTA was able to award more than \$45,000 in scholarships and awards at the national level to deserving thespians who are rising college students or college-theatre majors.
- Two of the largest individual gifts in EdTA's recent history, in support of JumpStart Theatre and the Ronald Longstreth Scholarship Fund, were donated in 2014.
- Our Corporate Partners program of sponsors and underwriters continues to expand, and 2014 featured new and renewed sponsors at all major events.



legacy circle

The Educational Theatre Association's Legacy Circle recognizes and honors those individuals who, with generosity and vision, have included the Association in their estate plans and informed us of their intent.

Eric Brannen
Joe Burnsworth
Debby Gibbs
Robert J. Henrichs
Robert Johnson
John Kauss
Terry McGonigle
Gloria McIntyre
Christina Myatt
William Myatt
Jeff Nienhueser
Michael & Linda Peitz
Dr. Jay Seller & Paul Ferraresi
Jo Nell Seifert
Jerry Smith
Brian Welch
Shelley Yeatman

The Educational Theatre Association wishes to thank the following donors for their generous support in 2014:

Stars

Underwriter
(\$10,000 and Up)

Allen Black &
Ronald Longstreth
Anonymous Donation
in collaboration with
Community Arts
Initiatives

Broadway Circle

Director
(\$3,000 - \$4,999)
Texas Thespians

Designer
(\$2,000 - \$2,999)
Bob & Marti Fowler
Julie Woffington

Performer
(\$1,000 - \$1,999)
Hunter Bell
Marion &
Dr. Diana Combs
Matt Conover
Kat & Brant Fischer
Gloria McIntyre
Dr. Jay Seller
& Paul Ferraresi
Jerry Smith
Kenneth Washington
Kansas Thespians
Ohio Educational
Theatre Association

Friends of EdTA
Advocate (\$500 - \$999)
Debbie Corbin
Krista Carson Elhai &
Philip Elhai
Nancy Nagel Gibbs
Gai Jones

Michael Lanski
Joe Norton
Frank Pruet
Danny Strong
Local Independent
Charities of America
Pennsylvania Thespians

Enthusiast (\$250 - \$499)
James Flanagan
Mary Ellen Moriarty
Karen Pionke
Beth & Chad Withers
Jonesboro High School,
Troupe 1338

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Anonymous
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Nancy Brown
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Rhonda &
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Don Corathers
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Nicholas A. Smith
Kimberly Staples
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Pam Ware
Mrs. Ellen White
Judith Woffington
California State
Thespians
Grinnell High School,
Troupe 4274
KD College
Memorial High School,
Troupe 2980
Papillion-LaVista South
High School, Troupe 6581
Viking Middle School,
Troupe 88093

Donor (Up to \$99)
Emily Augustin
The Barr Family
Merritt Beischel
Brian Benz

Gregory Bossler
Craig Branch
Molly Braverman, in
memory of Mommom
Renee Butler-Lewis
Ginny Butsch
Doug Carfrae &
Kevin McMahon
The Carr Family
Marc Cohen
Marlyse Cohen
Julie York Coppens
Margaret Crosby
Jim Curtis
Jennifer Dinndorf
Susan Doremus
Mark Drum
Tom Fearon
R. & I. Fingerman
Kevin George
Patricia &
Michael George
Robert L. Geuder

We established the Bob and Marti Fowler Future Educator Scholarship to help students with tuition and other college expenses. We are hoping to continue the tradition of theatre education which has been fostered by ITS, one future theatre educator at a time.

BOB & MARTI FOWLER

I am happy to be able to give a small bit back to the organization that has given me and my students so much over the years. I am delighted to see how the organization is growing and I can hardly wait to see what the future holds.

PAT SANTANELLO

Dublin (Ohio) Scioto High School,
Thespian Troupe 5440

Andrew & Barbie Goldberg
Tim Grant
Molly Grasso
Ed Grooms, Fine Arts
Coordinator, Webster Groves
Lana Hagan
Joan Hahn
Elizabeth Hansen
Bridget Healy, in honor of Krista Carson Elhai
Cynthia Hess
Ann Hileman
Matt Hill
Richard Hogle
Jim Huneke
Christopher Hunt
Cindy & Oscar Jarnicki
Clare Jaymes
David LaFleche
Marla Lampert
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Suzie Parker

Tammy Partin
Alice Pearson
Jeff Peck
Michael & Linda Peitz
Margaret Perrino
Lindsay Price
Bonnie Resinki
Beatrice Sandor
Deborah Sensel-Davis
Carla Stickler
Taylor Stokes, Severna Park High School
James Stone
Randy & Lisa Stone
Jim Talkington
James Van Leishout
Erin Ward
J. Van Wess
KC Wilkerson
Laurilea Williams
Noah Winnick
Y. Angel Wuellner
Sage Young
Alamo Heights High School, Troupe 8069
AmazonSmile Foundation
Ashland High School, Troupe 4630
Athens Academy Drama Club
Ola High School, Troupe 7321
Suttons Bay High School, Troupe 6248

Matching Gift Companies

The Educational Theatre Association recognizes the following companies for their generous matching-gift programs:

IBM, Inc.
Magid Glove and Safety Manufacturing Company LLC
Walt Disney Company Foundation
Schneider Electric North America Foundation

SPONSORSHIPS 2014

Thespian Festival 2014

Diamond
Music Theatre International (MTI)

Platinum

AMDA College and Conservatory of the Performing Arts
The American Academy of Dramatic Arts
Broadway Cares/Equity Fights AIDS
Walt Disney Parks and Resorts, Creative Entertainment
Disney Theatrical Group
The New York Conservatory for the Dramatic Arts
Playbill
The Johnny Carson School of Theatre & Film, University of Nebraska-Lincoln

R&H Theatricals
Theatrical Rights Worldwide (TRW)
Samuel French
New York Film Academy

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Broadway Teaching Group
Lincoln Convention and Visitors Bureau
Playscripts, Inc.

Silver

Nebraska Thespians
Stageworks Media

2014 EdTA Annual Conference

Diamond
Music Theatre International (MTI)

Platinum

Playbill

Gold

R&H Theatricals
Savannah College of Art & Design (SCAD)
Seat Yourself
Theatrical Rights Worldwide (TRW)

Bronze

Broadway League
University of Cincinnati, College-Conservatory of Music

Junior Thespian Festival 2014

Diamond
Music Theatre International (MTI)

Gold

Theatrical Rights
Worldwide (TRW)

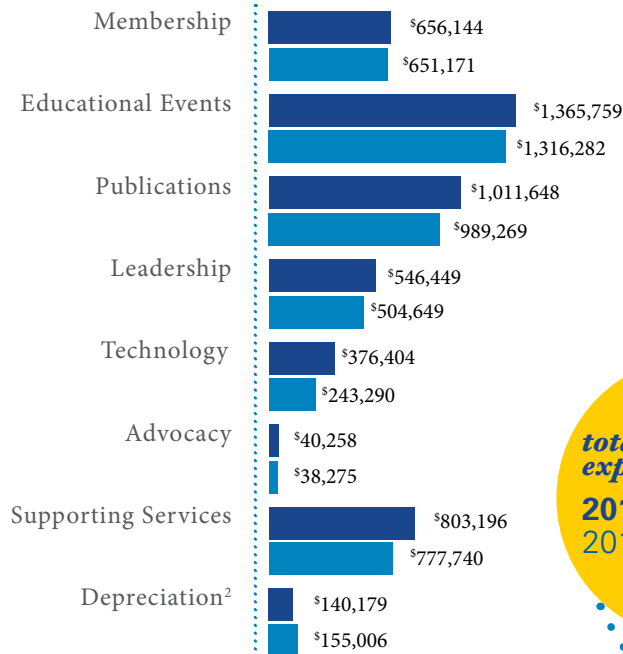


FINANCIALS

The Association's Statement of Activities

A Comparison for Years Ended December 31, 2013 and 2014

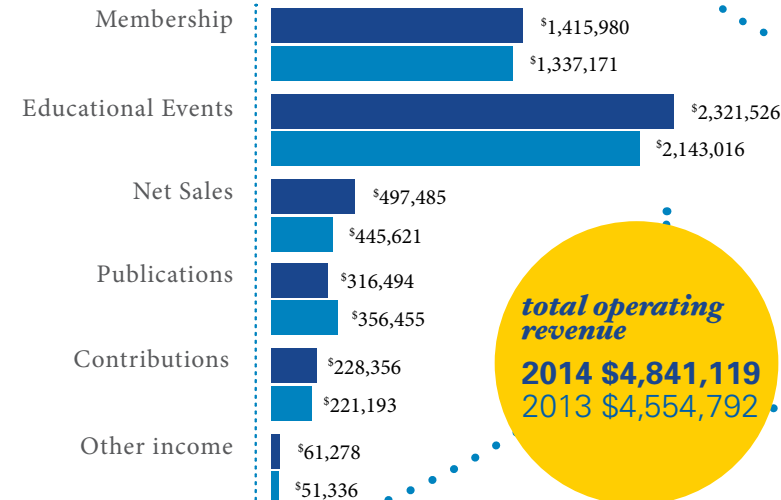
operating expenses



total operating expenses

2014 \$4,940,037
2013 \$4,675,682

operating revenue



total operating revenue

2014 \$4,841,119
2013 \$4,554,792

| | net-operating income (before depreciation) | net-operating income (deficit) | non-operating income (expenses) ¹ | net-surplus (deficit) |
|------|--------------------------------------------|--------------------------------|----------------------------------------------|-----------------------|
| 2014 | \$41,261 | (\$98,918) | \$31,340 | (\$67,578) |
| 2013 | \$34,116 | (\$120,890) | \$184,719 | \$63,829 |

¹ 2014 audit conducted by Barnes Dennig, CPAs.

² Depreciation is now being shown separately in the audit report; whereas in prior years it was allocated to the programs.

³ Non-operating items include: investment income and expenses, investment gains and losses, and other one-time charges.



Educational Theatre Association
2343 Auburn Avenue
Cincinnati, OH 45219-2815

EDUCATIONAL *events & state chapters*



The 2014 EdTA National Conference was held in Cincinnati with 246 attendees and 41 exhibitors. Programming included keynote speakers Jonathan Katz, Pamela Myers, and Howard Sherman.

Junior Thespian Festival 2014 brought more than 400 delegates and exhibitors to Dallas, Texas, with the theme "Creative Conditions," and gave students the opportunity to explore theatre as a way to develop skills and imagination with 25 workshop sessions offered to both teachers and students.

We set an attendance record at Thespian Festival 2014 with more than 3,400 delegates gathering for the week-long annual celebration of high school theatre. More than 1,000 students participated in our National Individual Events Showcase (NIES) auditions; our college and scholarship programs grew with more than 680 students auditioning; and 33 teams participated in our annual Tech Challenge.

We reached more than 48,000 students and adults through 42 state chapter festivals and conferences. We awarded 172 scholarships at the state chapter level for a total of \$165,000.

The EdTA National Conference is an essential event for any theatre educator: A true community where knowledge, opportunities, resources, and relationships come together.

KRISTA CARSON ELHAI
Claremont (CA) High School,
Thespian Troupe 2129