

# 2017 NASSP ANNUAL REPORT

PERIOD ENDING DECEMBER 31, 2017

## ENGAGEMENT

30,575

SCHOOLS

17,829,245

STUDENTS



## SOCIAL MEDIA

33,519

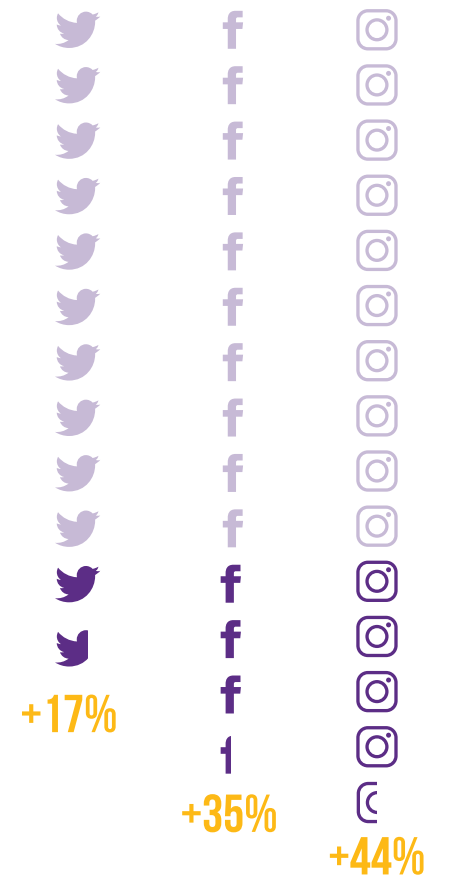
TWITTER  
FOLLOWERS

5,839

FACEBOOK  
FANS

370

INSTAGRAM



## PUBLICATIONS

PRINCIPAL  
LEADERSHIP

84%

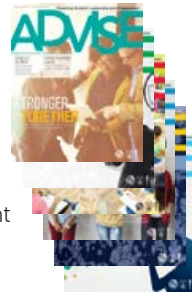
rated  
editorial  
content  
Very Good  
or Excellent



ADVISE

78%

rated  
editorial  
content  
Very Good  
or Excellent



## STUDENT PROGRAMS SERVICE REPORTS

\$14.7 MILLION

NHS/NJHS Dollars Raised



8.8 MILLION

NatStuCo Pounds of Food



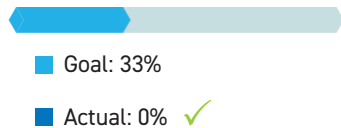
\$1 MILLION

NHS Scholarships



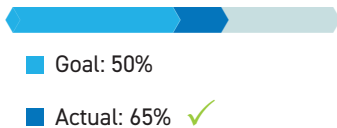
## SOLVENCY RATIO

Measures assets that are financed with debt



## NET ASSET RATIO

Measures ability to pay all liabilities

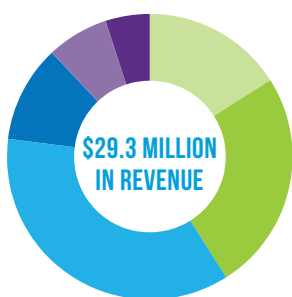


## LIQUIDITY RATIO

Measures ability to pay current liabilities

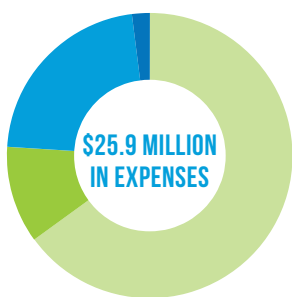


## OPERATIONS



### SOURCES OF REVENUE

- NASSP Dues - 16%
- Charter Fees - 25%
- Sales - 36%
- Conferences - 11%
- Grants, Contracts & Contribution - 7%
- Other - 5%



### CLASS OF EXPENSES

- Programs & Services - 65%
- Marketing - 11%
- Administration - 22%
- Fundraising - 2%

## PROFESSIONAL LEARNING



## STRATEGIC PARTNERS



## LEADERSHIP

### BOARD OF DIRECTORS

- |                            |  |  |
|----------------------------|--|--|
| Daniel Kelley<br>President | Arthur Adamakos<br>Arthur Ahl<br>William Baylis II<br>James Blake II<br>Brett Blanchard<br>Danny Brackett<br>Martin Guillory<br>Jessica Hodges<br>Aaron Huff<br>Peter Kruszynski | Kevin Lowery<br>Robert Motley<br>Kip Motta<br>Brad Seamer<br>Gwendolyn Taylor<br>Kasey Teske<br>James Voelz<br>Gregg Wiczorek<br>Eugene Wright Jr. |
|----------------------------|--|--|

### NASSP STAFF

- |   |   |   |
|---|---|---|
| JoAnn Bartoletti<br>Executive Director                              | Joan Auchter<br>Director, Professional Learning | Mark K. Lamont<br>Director, Customer Care Center      |
| Beverly Hutton<br>Deputy Executive Director,<br>Programs & Services | Amanda Karhuse<br>Director, Advocacy            | Jonathan Mathis<br>Director, National Honor Societies |
| Dennis Sadler<br>Deputy Executive Director,<br>Operations           | Anne Postlewaite<br>Director, Student Programs  | Meta Tshilombo<br>Director, Information Services      |
| Mike Shifflett<br>Chief Financial Officer                           | Barbara Beasley<br>Director, Human Resources    |   |
|   | Kathleen P. Greenaway<br>Director, Membership   |   |