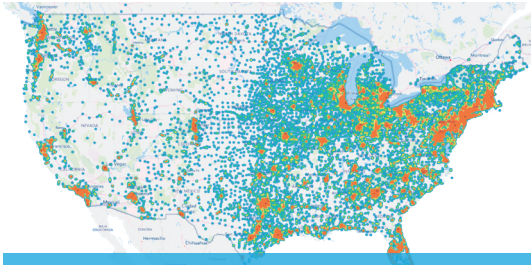


ENGAGEMENT

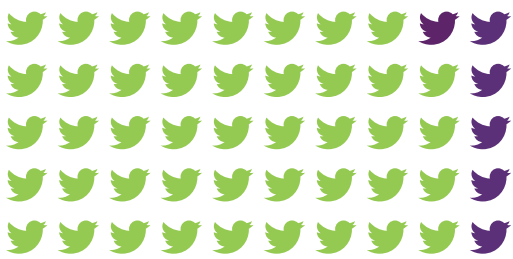


30,979
SCHOOLS

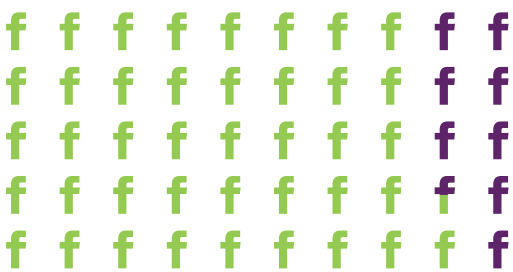
17,943,501
STUDENTS

SOCIAL MEDIA

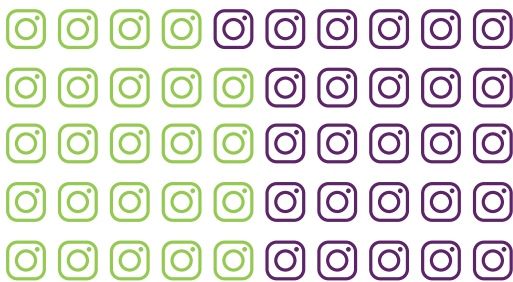
37,670 TWITTER FOLLOWERS **+12%**



6,806 FACEBOOK FANS **+17%**



563 INSTAGRAM FOLLOWERS **+52%**



PROFESSIONAL LEARNING



2,800
National Principals
Conference Attendees



1,842
Webinar
Registrations



27,605
Page Views on
Experts of the Week
(contributed by POYs, APOYs, & DPOYs)

STUDENT PROGRAMS SERVICE REPORTS

\$46.5 MILLION

NHS/NJHS /NEHS/NatStuCo
Dollars Raised



54.9 MILLION

NHS/NJHS/NEHS/NatStuCo
Service Hours

\$2 MILLION

NHS Scholarships

SOLVENCY RATIO



■ Goal: 33%
■ Actual: 0%

NET ASSET RATIO



■ Goal: 50%
■ Actual: 61%

LIQUIDITY RATIO



■ Goal: 1.3:1
■ Actual: 2.11:1

OPERATIONS

\$27.9 MILLION IN REVENUE



- NASSP Dues: 18%
- Charter Fees: 26%
- Sales: 38%
- Conferences: 8%
- Grants, Contracts & Contribution: 6%
- Other: 4%

\$25.6 MILLION IN EXPENSES



- Programs & Services: 63%
- Marketing: 11%
- Administration: 24%
- Fundraising: 2%

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