For our great Association, the past year could be described with two words—growth and change.

Once again, the Educational Theatre Association continues to grow and prosper on many fronts. The specific details of last year’s achievements can be found throughout the rest of this annual report. However, this growth could not have occurred without the guidance of former Executive Director Michael Peitz.

The work that Michael and the Home Office staff have accomplished during his twelve-year tenure has led to EdTA’s prominence as the voice of theatre educators who spend their days (and many nights) in the classroom and on the stage, and of the students, who work diligently to achieve the honor of being inducted as a member of the International Thespian Society. We thank him not only for his years of service working at EdTA, but for his previous work as a volunteer leader and as a Thespian troupe director at several schools in Iowa.

And we have the passion of our volunteer leaders—the State Chapter Directors and the state boards who serve the students and educators in their state. From planning and conducting state and regional conferences to advocating for theatre education, this tireless and often under recognized group of people help the Association by furthering its mission and help us, as a national organization, to grow.

“Change” can be a scary word, but we do not believe that applies in this case.

We welcome new Executive Director Julie Woffington to the Home Office. Julie brings with her the needed experience and notable success of working with Procter & Gamble, one of the world’s largest consumer products companies. She brings along an understanding of the value of theatre education having been a participant in theatre since the age of 9. We believe that Julie is the best person to build on the successes of the past twelve years and lead EdTA into the future.

And we’d like to thank you—our members. You are the reason we do what we do, and you do it with a passion and determination to keep theatre alive in the classroom knowing that the skills you teach your students will help them in many more ways than they can even know.

Sincerely,

Gloria McIntyre  
President, Board of Directors

Julie Woffington  
Executive Director
MISSION: shaping lives through theatre education

HONORING STUDENT ACHIEVEMENT in theatre and enriching their educational experience

SUPPORTING EDUCATORS by providing professional development, networking opportunities, resources, and recognition

INFLUENCING PUBLIC OPINION and policy-makers that theatre education is essential and builds life skills

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.

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
**Operating Revenues**
During the 2010–11 fiscal year, the Association achieved total revenues of $3,863,670, an increase of $239,731 from the prior fiscal year.

**Operating Expenses**
During the 2010–11 fiscal year, total expenses increased by $245,562, to $3,731,461 compared to 2009–10.

**Operating Gain**
EdTA’s operating gain, which excludes depreciation expense, was $132,209 for the 2010–11 fiscal year.

In fiscal year 2009–10, the Association reported an operating gain of $138,040.

**Investment Funds**
The market value of the Association’s investment portfolio increased by $178,800 during 2010–11, to $2,295,197.
Every year, EdTA produces nine issues of Dramatics and four issues of Teaching Theatre. In 2010–11, the two publications produced a combined total of 736 pages of theatre education content.

Specific highlights include:

**DRAMATICS**

The College Theatre Directory, with 116 pages profiling 320 college theatre programs (the most ever).

A continuing series on theatre history (“The Innovators”) that profiles foundational figures whose work shaped the contemporary American theatre. This year: Viola Spolin and Harold Clurman.

Practical articles for students on acting, directing, and technical theatre.

A major three-part series covering the fundamentals of filmmaking.

Eleven previously unpublished plays, seven by professional playwrights and four student-written scripts from the Thespian Playworks program.

Interviews with working professionals (Boyd Gaines, Joe Mantello, Edward Albee, Maggie Lacey, and others) to provide student readers with insights into theatre careers.

**TEACHING THEATRE**

An article on strategies that theatre educators can use to better apply their resources in a time of budget cutbacks.

Several articles on teaching acting, including teaching students how to understand the value of emotional circumstance in their characterizations; a playwriting exercise intended to improve students script analysis skills; and an introduction to Rasaboxes, a rehearsal technique designed to strengthen students’ emotional and physical commitment in performance.

Articles on costuming, the physiology of the adolescent voice, teaching playwriting, theatre history in the classroom, and how to create a virtual or printed technical theatre handbook for present and future students working backstage.

Regular updates on national issues and policy decisions impacting arts education in TT’s news and notes section, including wireless microphones; standards revision update; and the College Board’s new arts education initiatives.

Promptbook column articles on student types and how to work with them; documentary theatre as a tool for school dialogue; and a former Peace Corp’s story of her experience at running a summer theatre camp in eastern Ukraine.
EdTA Online

On September 10, 2010, EdTA’s online presence took a great leap forward with the launch of Schooltheatre.org, the organization’s new online home. The new website provides a much-expanded library of content, including sections of classroom exercises; practical articles on acting, directing, and production; career profiles; advice on selecting a college theatre program; a section on professional issues and advocacy; blogs; new video capabilities; and a member log in that allows professional members direct management of their personal and troupe records.

In the first ten complete months of operation (October 1, 2010–July 31, 2011), Schooltheatre.org averaged the following monthly traffic:

- 19,058 visits
- 10,595 unique visitors
- 73,072 page views
- Approximately 4 page views per visit
- Approximately 4 minutes stay per visit

Site statistics for the new website also revealed a broadening audience for EdTA. During the aforementioned ten months, the website was visited by 160 countries/territories and nearly half of all site traffic came from search engines, evidence that Schooltheatre.org is highly visible in online search.

EdTA also grew its social media presence in 2010-2011 and maintains active communities for professional members, Thespians, and alumni on Facebook, Twitter, and YouTube.

Membership

As a leading voice for the field of theatre education, EdTA works to represent the interests of its members and advance the mission to make and keep theatre education a part of the mainstream curriculum.

2010-11 Fiscal Year Membership Numbers are:

- 3,644 Thespian troupes, a 1.4% increase from the 2009–10 fiscal year.
- 444 Junior Thespian troupes, a 4.7% increase from the 2009–10 fiscal year.
- 451 professional members, a 8.7% decrease from the 2009–10 fiscal year.
- 28 affiliate professional members, a decrease of 15.2% since 2009–10.
- 58 pre-professional members, a 7.4% increase from the 2009–10 fiscal year.
- 20 emeritus members, an increase of 25.0% from the 2009–10 fiscal year.
Leadership

EdTA continues to represent its members through many collaborative partnerships and projects with fellow arts-minded organizations. A small sample of the work that we do includes:

Collaborating with seven other national arts and education organizations as part of the National Coalition for Core Arts Standards (NCCAS) on the Next Generation Arts Standards project, a revision of the 1994 Arts Standards that have been endorsed by nearly every state in the country.

Partnering with Utah State University to launch a new national landscape survey of secondary theatre education in the United States.

Helping to plan the upcoming release of the Fast Response Survey System (FRSS) report on arts education, the National Center for Educational Statistics “snapshot” of the state of arts education throughout the United States.

Continuing to serve on the Washington, D.C.-based Arts Education Partnership (AEP) Advisory Committee and helping to plan upcoming AEP forums, initiatives, and group direction.

Directly lobbying key members of Congress on the need to maintain the arts as a listed core subject area and to add specific theatre education language in the Elementary and Secondary Education Act (ESEA).

Developing a strategic relationship with the State Education Agency Directors of Arts Education (SEADAE) organization, with the goal of having a more direct impact and influence on theatre education on the state level.

Maintaining an ongoing relationship with a coalition of national performing arts and education organizations monitoring the ongoing changes to wireless microphone use prompted by the Federal Communication Commission’s (FCC) White Space Order.

Serving as a national co-sponsor for Arts Advocacy Day and as an active participant in the position and writing of key legislative briefs impacting arts education, including ESEA re-authorization, NEA funding, Arts in Education federal funding, and the position statement on the value of arts education to all students.
Each year, we offer our members the opportunity to participate in practical hands-on and face-to-face instruction—a vital component of the Association’s mission. We continue to explore ways to enrich our members’ educational experiences—whether they are seasoned educators or students. Our educational events are an important part of serving our membership.

The 2010 EdTA Annual Conference took us to New York City, with nearly 300 taking part in the entire event. Conference opened Thursday evening with entertainment provided by Kathie Lee Gifford. Programming included keynote speakers Paul Ing, Joe Mantello and Boyd Gaines; eight PDIs focused on topics including Voice in Action, Viewpoints Training, Working with Dialects, Crafting Daily Instruction, Script Mining, What is a Character, Lighting Design 101 and Devising Non Traditional Theatre with Teens.

The only national event designed for middle school theatre students, the 2011 Junior Thespian Festival, drew 218 delegates to Bexley (Ohio) Middle School. The theme, Friends Around the World, provided the basis for the Team Play-Create, in which student teams developed and presented a short play. The 2011 Junior Thespian Festival also saw the very first national Junior Tech Challenge, with students participating in events including Fold-A-Drop, Costume Quick Change, Prop Shift, and Hand/Focus a Light.

The annual weeklong celebration of secondary school theatre, the Thespian Festival, was a huge success in 2011, drawing more than 2,700 delegates. More than 122 workshop sessions were presented for students and teachers, with three PDI seminars on working with moving lights, teaching theatre history, and rigging safety. The National Individual Events Showcase (NIES) drew 665 students; 534 students auditioned for college and Thespian scholarships; and 32 teams competed in the 2011 Tech Challenge.

We worked once again with United States Institute for Theatre Technology (USITT) to offer a two-day technical theatre workshop for teachers.

Our state chapters hosted conferences that were attended by nearly 36,000 students and teachers last year.
State chapter scholarships totaled $127,650, with EdTA matching $19,800 of the chapter funds.

NATIONAL THESPIAN SCHOLARSHIPS
(totaling $23,800, including)

The $4,500 Melba Day Henning Scholarship, presented to William Travis Hart, Thespian troupe 5019 at Glynn Academy in Brunswick, GA.

The $2,000 Robert L. Johnson/Hector S. Cruz Scholarship, presented to Jeremiah Light, Thespian troupe 6971 at Cherokee Trails High School in Aurora, CO.

The $1,500 Bob and Marti Fowler Future Theatre Educator Scholarship, presented to Katherine Seitz, Thespian troupe 773 at Richardson High School in Dallas, TX.

The International Thespian Society Leadership Grant, presented to Leeann Gill, Thespian troupe 4566 at Tri-School Theatre in Placentia, CA.

The 2011 Jhon Marshall/International Thespian Officers’ Outstanding Student Achievement Scholarships, presented to Cody McNeely, Thespian troupe 7481 at Long Reach High School in Columbia, MD, and Alexander Sauer, Thespian troupe 5664 at Fairhill High School in Duncanville, TX.

The $1,000 Austin Yeatman Technical Theatre Scholarship, presented to Molly Roan, Thespian troupe 2632 at Kellam High School in Virginia Beach, VA.

The 2010 EdTA Annual Conference Grant for new educators was presented to Marcy Goodnow, Paso Robles High School in Paso Robles, CA; Jessie Marafioti, Winfield High School, in Winfield, KS; Stacy Rumbaugh, Deltona High School in Deltona, FL.

The 2010 EdTA Annual Conference Grant for pre-professional members was awarded to Matthew Pearsall, Seattle University, in Seattle, WA and Katherine Stout, California State, in San Bernadino, CA.

The 2011 EdTA Administrator’s Award was presented to Trudy Mazzarella of Rosary High School/Tri-School Theatre, in Rosary, CA; Hilda Rodriguez of Elsik High School, in Elsik, TX; Daniel Vecchiano of Brooklyn (New York) High School of the Arts.

The 2011 Founders’ Award was presented to Dana Taylor, Mt. Vernon, IN.

The 2011 President’s Award was presented to EdTA Director of Marketing Christopher Hunt.

The 2011 Outstanding School Award was presented to Centennial High School, 6300, Columbus, OH; Dublin Scioto High School, 5440, Columbus, OH; Parkrose High School, 1783, Portland, OR; Big Sky High School, 3090, Missoula, MT.

The EdTA Hall of Fame welcomed five new inductees in 2011: Debra Barnum of Florida; Rick Chudomelka of Arkansas; Jan Shelton Hunsaker of Utah; Tom McNally of Colorado; and Jerry Smith, Jr. of Georgia.

The ITS Inspirational Theatre Educator Award recognized Frank Smouse, director of Thespian troupe 2683, Chino High School, Chino, CA; Linda Jackson-Whitmore, director of Thespian troupe 2478, Irvington High School, Fremont, CA; Shawn Hann, director of Thespian troupe 5869, Denver School of the Arts, Denver, CO.
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EdTA and our members continue to nobly represent the field of theatre education within the broader community by participating in community service initiatives and supporting organizations that serve a charitable mission.

October 2010 marked the eighth year that the Association has conducted the Trick or Treat So Kids Can Eat (TOTS-EAT) campaign through our student division, the International Thespian Society. Once again, we increased total pounds collected from the prior year and exceeded our 2010 goal. The 2010 TOTS-EAT campaign saw 323 troupes representing 38 states collecting 351,500 pounds of food for those less fortunate, an increase of 18,800 pounds over 2009. Since its launch in 2003, Thespian troupes have collected more than 2,233,977 pounds of food for those less fortunate.

Since 1999, Broadway Cares/Equity Fights AIDS (BC/EFA) has evolved into a cause that our student members have adopted and taken to heart to support. And as a result of that work, EdTA and ITS have raised more money than any other academic organization or group, including those in colleges and universities. More than $120,000 was raised for BC/EFA by individual Thespians, Thespian troupes, and chapter organizations during the 2010-11 fiscal year.

The Educational Theatre Association and the International Thespian Society wish to thank the following individuals and businesses whose generous contributions helped to support the Association between August 1, 2010–July 31, 2011:

**LEGACY CIRCLE**
- Eric Brannen
- Joe Burnsworth
- Debby Gibbs
- Robert J. Henrichs
- Robert Johnson
- John Kauss
- Gloria McIntyre
- Terry McGonigle
- Christina Myatt
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- Shelley Yeatman

**FOWLER FUTURE THEATRE EDUCATOR SCHOLARSHIP**
- Interactive Educational Video, LLC
- Bob & Marti Fowler

**INTERNATIONAL THESPIAN SOCIETY LEADERSHIP GRANT**
- Joe Burnsworth

**BOB JOLIFFE TECHNICAL THEATRE AWARD**
- Mary Kraack

**PRODUCER ($500 and up)**
- Gail Burns
- Hector Cruz
- Debby Gibbs
- Robert Johnson
- Gai Jones
- Mary Kraack
- Ben Martin
- Gloria McIntyre
- Ron Nocks
- Michael J. Peitz
- Gai Jones
- Pam Ware

*Gave in FY11
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The New York Conservatory for Dramatic Arts

Silver
Nebraska Thespians

Bronze
William Woods University

DONATIONS

$3,765.00 in cash donations at the 2011 Thespian Festival