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**

**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

**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
In 2015, the Educational Theatre Association (EdTA) made significant progress in making theatre available to all students.

Our continuing work with the National Coalition for Core Arts Standards is bearing fruit as nine states have created new theatre standards based on 2014 Core Arts Theatre Standards. We were also encouraged to see passage of the federal education law, the Every Student Succeeds Act, which includes thirteen arts education friendly provisions that will help improve the availability of theatre education and ensure that all the arts are part of the well-rounded education of every student.

Another highlight is our establishment of a chapter in China, in collaboration with Dipont Education Management, a Chinese company that caters to high-achieving students by providing supplemental programs to enrich their learning. Education is a high priority in China, and we are excited to become a part of their initiative to promote Western drama in Chinese schools.

A new program is our partnership with Music Theatre International and iTheatrics to launch JumpStart Theatre, introducing musical theatre into schools that previously had no performing arts program. The three-year, scalable pilot started with three Cincinnati-area middle schools, whose teachers and administrators attended boot camps last fall to prepare them to direct their first shows in the spring of 2016. Along with the continuing participation of these three schools, JumpStart is adding three more schools in 2016-17.

Beyond these major initiatives, we continued to strengthen our core programs, reaching a record attendance of 3,762 students at the International Thespian Festival. Forty-two state chapters also held their own festivals, providing additional opportunities to nearly 50,000 students.

We have been heartened to see the increased support from the media, donors, and volunteers, but there is still work to be done to ensure the continued growth of theatre in schools.
leadership

board of directors

Frank Pruett, President
Retired theatre educator
Roswell, Georgia

Debbie Corbin, Vice President
Retired Theatre Educator
Branson, Missouri

Hunter Bell
Writer, Performer
New York, New York

Matt Conover
Walt Disney Imagineering – Creative Entertainment
Glendale, California

Krista Carson Elhai
Theatre Arts Educator
Claremont, California

Richard Frazier
Teacher and Choreographer
Warner Robins, Georgia

Lynn Jensen
High School Educator
Cedar Rapids, Iowa

Gai Jones
Theatre Educator
Ojai, California

John Prignano
Music Theatre International
New York, New York

Ben Stuart
Theatre Educator, Director
Seattle, Washington

Scott Walker
Theatre Educator
Milwaukie, Oregon

chapter directors

Alabama
Troy Taylor

Arizona
Jenell Riordan & Steve Abaroa

Arkansas
Michelle Moss

California
Billy Houck & Anthony Robinson

Colorado
Tami LoSasso

Connecticut
Marydell Merrill & Liza McMahon

Florida
Lindsay Warfield

Georgia
Paul Hampton

Hawaii
Rob Duval

Idaho
Sterling Blackwell

Illinois
Jim Smith

Indiana
Ann Hileman

Iowa
Helen Brennan

Kansas
David Hastings & Steve Landes

Kentucky
Carolyn Greer

Louisiana
Shelby Appleby & Kerry Onxley

Maine
Rick Osann

Maryland
Dorothy DeLucchi

Massachusetts
Jessica Harms

Michigan
Erik Hart

Minnesota
Michael Sheeks

Mississippi
Ray Campbell

Missouri
Jennifer Forrest-James

Montana
Sarah DeGrandpre

Nebraska
Angela Dashner

Nevada
Sharon Chadwick

New Hampshire
Jennifer LaFrance & Kit Rodgers

New Jersey
Carolyn Little

New York
Julie Congress & Ryan Emmons

New Mexico
Chris Gonzales

North Carolina
Christopher Veneris

Ohio
Irene Imboden & Pat Santanello

Oklahoma
Mark Frank & Kevin Hurst

Oregon
Jeff Hall

Pennsylvania
Mark Zortman

Rhode Island
Robert DiMartino

South Carolina
Joe Timmons

Tennessee
Mark Saltalamacia

Texas
Amy Jordan

Utah
Andrew Hunsaker

Virginia
Victoria Kesling

Washington
Stewart Hawk & Kristina Cummins

West Virginia
Martha Louden

Wisconsin
Kendra Dando

Western Pacific Islands
Harold Easton & Zach Schnieder

China
Denis Ding

international thespian officers

Natasha Schlaffer
ITO Chair, Troupe 5749
Santa Susana High School
Simi Valley, California

Grace Alt
Vice Chair, Troupe 1154
Springfield Township High School
Wyndmoor, Pennsylvania

Emma Adams
At-large, Troupe 3979
Morgan County High School
Madison, Georgia

Olivia Friend
At-large, Troupe 5727
Northwest Rankin High School
Brandon, Mississippi

Ari Hayaud-Din
At-large, Troupe 6069
Hebron High School
Carrollton, Texas

Carly Radbaugh
At-large, Troupe 4463
Sylvania Northview High School
Sylvania, Ohio

Missouri
Jennifer Forrest-James
Advocacy is a core EdTA strategy in our ongoing commitment to making quality theatre education experiences available to all students, taught by skilled and certified educators. This past year, we:

Presented a series of professional development webinars to educate members about the structure, goals, and assessment models of the 2014 National Core Arts Theatre Standards. The webinars are now available as podcasts in the Advocacy Community library.

Created a three-part EdTA Conference Standards Symposium that included a training podcast, an online “town hall” webinar, and an all-day pre-conference workshop on-site.

Planned and presented six in-person standards professional development workshops for varied populations—teachers, administrators, teaching artists, and public policy stakeholders at national venues, including:

- Educational Theatre Association’s National Conference and Leadership Summit
- Americans for the Arts Conference
- Theatre for Young Audiences (online)
- Arts Education Partnership Forum
- Southeast Center for Arts Education Conference
- Southeastern Theatre Conference (SETC)

Identified nine states that adopted new theatre standards influenced by the new National Core Arts Theatre Standards and fifteen other states that are currently working on adoption.

Collaborated with arts education researcher Dr. James Catterall to begin the process of measuring the impact of EdTA’s musical theatre program, JumpStart Theatre, on participating students throughout the three years of the program.
Membership statistics show continued strength through the 2014-15 school year:

<table>
<thead>
<tr>
<th>Participation</th>
<th>Total 2013-14</th>
<th>Total 2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thespian Troupes</td>
<td>3,815</td>
<td>3,750</td>
</tr>
<tr>
<td>Junior Thespian Troupes</td>
<td>511</td>
<td>532</td>
</tr>
<tr>
<td>Troupe Count</td>
<td>4,326</td>
<td>4,307</td>
</tr>
<tr>
<td>Professional</td>
<td>541</td>
<td>566</td>
</tr>
<tr>
<td>Pre-Professional</td>
<td>76</td>
<td>73</td>
</tr>
<tr>
<td>Emeritus</td>
<td>36</td>
<td>40</td>
</tr>
<tr>
<td>Affiliate Professionals</td>
<td>53</td>
<td>54</td>
</tr>
<tr>
<td>High School Thespians</td>
<td>39,582</td>
<td>41,456</td>
</tr>
<tr>
<td>Junior Thespians</td>
<td>5,607</td>
<td>6,007</td>
</tr>
<tr>
<td>Honorary Thespians</td>
<td>442</td>
<td>462</td>
</tr>
<tr>
<td>Lifetime Members</td>
<td>48</td>
<td>49</td>
</tr>
</tbody>
</table>

- **94.2%** Total troupe retention. The national benchmark for associations is ninety percent.
- **+23%** Ten year membership growth increase of 997 adult members.
- **39,000+** Thespian inductions - The third straight year over 39,000 and highest induction since 1972.
- **Junior Thespian inductions** - First year over 6,000. Now have over 50,000 Junior Thespians.
editorial content

EdTA continues to expand engagement online, delivering information to members every day to stay informed and connected, in addition to providing a forum for peer-to-peer communication that’s proving to be highly in demand.

- Growth continues in the Theatre Education Community, an online forum providing educators a place to share knowledge and best practices, with over 3,100 unique contributors, and a total of 7,344 members in 2015
- Launched Thespian Nation column in Dramatics and a blog on Tumblr to recognize the achievements of the EdTA State Chapters
- Republished articles from Dramatics and Teaching Theatre on Schooltheatre.org have had 101,309 unique page views in 2015
- Continued engagement on social media:
  - Grew Facebook Likes/followers:
    - ITS grew by twenty percent from 17,429 to 20,852 likes
    - EdTA grew by thirty percent from 4,284 to 5,566 likes
  - Grew Twitter followers:
    - ITS ended the year with 1,220 followers
    - EdTA ended the year with 2,192 followers
  - Grew YouTube viewing activity over 2014:
    - 16,545 views is forty-five percent higher
    - 36,603 minutes of “Watch Time” is fifty percent higher
    - 2:12 minutes duration – is 2.5 percent higher
development

- Continued the crowdfunding project with the International Thespian Officers raising money at state events to support the “Send a Troupe to Festival” grant. More than $34,000 was raised in 2015. This grant is awarded to troupes showing financial barriers to attending the International Thespian Festival. The recipients of the 2015 grant were Troupe 1639, North Shore High School in Houston, and Troupe 1924, David Crockett High School in Austin, Texas.

- Supported the JumpStart Theatre pilot program for middle school theatre by raising more than $161,000, an estimated seventy-three percent of the costs of the program, including a grant from the Cincinnati-based Knowlton Foundation for $20,000, one of the largest single gifts in EdTA’s history, and a matching challenge with Music Theatre International (MTI), where $10,100 was raised to match the MTI gift of $10,000.

- Enabled the awarding of more than $45,000 in scholarships and grants at the national level to thespians who are rising college students or college-theatre majors, funded by generous donations.

- Earned a two-year Arts Partnership Ohio Arts Council grant of $13,704 to be awarded in both 2016 and in 2017, an unprecedented level of support for EdTA by the state arts council.

Sponsors

international thespian festival

Organizational
Music Theatre International

Diamond
Acceptd
TRW

Emerald
Disney Theatricals

Platinum
AMDA - College and Conservatory of the Performing Arts
The American Academy of Dramatic Arts
Broadway Cares/Equity Fights AIDS Playbill
Relativity School
Samuel French, Inc.
University of Nebraska-Lincoln, Johnny Carson School of Theatre
Walt Disney Imagineering - Creative Entertainment

Gold
Broadcasting Group
Kansas Thespians
Lincoln Convention & Visitors Bureau
Realtime Music Solutions

Silver
Nebraska Thespians
R&H Theatricals

Bronze
University of the Arts

EdTA national conference

Organizational
Music Theatre International

Diamond
TRW

Emerald
Disney Theatricals

Platinum
Playbill

Gold
Interactive Educational Video
R&H Theatricals

Silver
Relativity School
SCAD - Savannah College of Art & Design

Bronze
Seat Yourself

junior thespian festival

Organizational
Music Theatre International

Diamond
TRW

Emerald
Disney Theatricals

Silver Plus
Samuel French, Inc.

Silver
iTheatrics
Donors

The Educational Theatre Association and the International Thespian Society wish to thank the following individual and organizational donors for their generous support in 2015:

**stars**

**Leader ($20,000 - $24,999)**
The Austin E. Knowlton Foundation

**Underwriter ($10,000 - $19,999)**
The Greater Cincinnati Foundation
Music Theatre International, Inc.
Ohio Arts Council

**broadway circle**

**Producer ($5,000 - 9,999)**
ArtsWave
Bob & Marti Fowler and Interactive Educational Video LLC
Craig & Neeahmira Dowdy
The Daniel & Susan Pfau Foundation
The Donald C. & Laura M. Harrison Family Foundation
International Thespian Festival 2015
Texas Thespians
The William O. Purdy, Jr. Foundation Fund

**Director ($3,000 - $4,999)**
Amy Bennett Foundation
Georgia Bennet Foundation
James A. Miller
Julie Cohen Theobald

**Designer ($2,000 - $2,999)**
Mark Drum
Oregon Thespians
Dr. Jay Seller & Paul Ferraresi

**Performer ($1,000 - $1,999)**
Arkansas Thespians
Hunter Bell
Broadway Cares/Equity Fights AIDS
Marion & Dr. Diana Combs
Matt Conover
Iowa Thespians
Kansas Thespians
Gai Jones
Local Independent Charities of America (CFC)
Nebraska Thespians
Pennsylvania Thespians
John Prignano
Washington State Thespians

**friends of EdTA**

**Advocate ($500 - $999)**
Michael Bobbitt
Sandy & Sheldon Cohen
Debbie & Bob Corbin
Krista Carson Elhai
James M. Flanagan
Nancy Nagel Gibbs
Eunice & Perry Goldberg
Carrie & Ken Goldhoff
Steve Halper
Lynn & Jay Jensen
Michael Lanski
Joe Norton & Jason Liang
Gloria McIntyre
Frank Pruet
Danny Strong
Joanne & Harold Theobald
Shannon and Clayton Wagar
Arizona Thespians
California Thespians
Indiana Thespians
Minnesota Thespians
Montana Thespians
Ohio Thespians
Oriental Trading Company
West Virginia Thespians

**Enthusiast ($250 - $499)**
Anonymous (2)
Kevin George
Anita Grant
Charles R. Jeffries
Joel & Ivy Levin
Carol Lommen
Patricia Santanello
Dr. Mary Schuttler
Alabama Thespians
Barnes Dennig & Company Ltd.
Benevity Fund
Kamiak High School Troupe 5704
Kentucky Thespians
New Jersey Thespians
North Carolina Thespians
South Carolina Thespians
Successful Products Company
Texas Junior Thespians

**Patron ($100 - $249)**
Douglas & Debbi Berlon
Betsy Bishop
Nancy L. Brown
John Cariani
James E. Chamberless
Robert Childers
Rebecca Childs
The Chipman Family
Gigi Cohen & Michael Levin
Greg & Marci Cohen
Russell & Rhonda Cohen
John & Jane Conover
Julie Y. Coppens
Don & Robin Corathers
Cynthia Curry
Robert and Alice Foster
Heather Fricke I Creative
JER Friedenberg

**Producer ($5,000 - 9,999)**
ArtsWave
Bob & Marti Fowler and Interactive Educational Video LLC
Craig & Neeahmira Dowdy
The Daniel & Susan Pfau Foundation
The Donald C. & Laura M. Harrison Family Foundation
International Thespian Festival 2015
Texas Thespians
The William O. Purdy, Jr. Foundation Fund
Bob & Alo Geuder
Debby Gibbs
Carol de Giere (Scene 1 Arts LLC)
Andrew & Barbara Goldberg
Jessica Harris
David Tate Hastings
Ann Hileman
Jeffrey & LouAnn Hunt and Michael, Tracie and Michael J. Benetti
Mabel Hunt
Marshall Hunt
Martin Johnson
Robert Johnson & Hector Cruz
Wendell H. Jones
Howard Kaplan
Jason LeClair
Harper Lee
Sandra Lundgren
Burt McCollem
Terry McGonigle
Joey & Sydney Monk
Nelson Family
Chris Perrino
Cynthia Philbin, Stefanie Akwa, Sarita & Javier
Kyle Pohlman
Jonathan Rand & Doug Rand
Bonnie M. Resinski
Alex Salem
Judy & Fred Scanling
Kim, Dan, Jonah & Elizabeth Schwartz
Katherine Searls
Jim & Cyndi Sharp
Jim Talkington
Hal Theobald
Catherine Thermond
Lin Thomas & Marcia Grace
Carol Ware
Pam & Bill Ware
Ellen White
John & Judith Woffington
EdTA Staff, in memory of Anthony Benz
Florida District 3 Thespians
Grinnell High School Troupe #4274 & Elizabeth Hansen
Hawaii Thespians
Mississippi Thespians
New Mexico Thespians
Reid Sound, Inc.
Seat Yourself, Inc.

**Donor (Up to $99)**
Amazon Smile Foundation
Anonymous (2)
Sara Lyn Achibald
Jean Barr
Vicki Bartholomew
Ilya Bass
Johanna Beck
Mark & Michelle Berg
Hilary Bergmann
Craig Branch
Elaine Bromka
Ethan Burgmann
Conrad L. Burton
Stephanie Burton
Ginny Butsch
Doug Carfrae & Kevin McMahon
The Carr Family
Nick Cherone
Marlyse Cohen
Theresa Collins
Cynthia Corley, Troupe 7321
Margaret Crosby
Josephine Curvall
Helen Duranleau-Brennan
Robert Duval
Sarah H. Elliston
Myra L. Enright
Matthew & Beth Erb
Sarah Etheridge
Tracy Buran Evans
Tom Fearon
Dalton Flood
Jennifer Forrest-James
Kat Foster
Dr. J oBeth Gonzalez
The Gustafson Family
Fullerton Union High School
Lana Hagan
Joan Hahn
Erik Hart
Haleta Holmes
Jim Huneke
Alison & Eric Johnson
Jessica Jeanne Johnson
Zachary Kattwinkel
Ruben Van Kempen
David & Jacqueline LaFleche
Jo Strom Lane
Mark & Chris Lenderman
Joe Logsdon
Rafael Manzo
Ben Martin
Kristin McFadden
Teruko McGuire

Virginia Morelli
Sandra Morgan
MTD Research
Sabrina Sutton Naylor
New York Thespians
Ronald and Nancy Nocks
Abbie Von Nostrand
Kerry Onxley
Ben Ochsner
James Palmarini
Susan R. Pierce
Karen Pionke
Drs. Len & Darlene Radin
Emily Rike
Kit and Taylor Rodgers
Imodean Roy
Charles A. Russell
Michael & Linda Rust
Janet Sanders
Doug Sandor
James Scherer
Sheri Schneider
Tammy Schneider
Carla Stickler
Randy & Lisa Stone
Miriam Sutch
JoAnn Taylor
Janet Van Wess
Lauren Walker
Noah Winnick
Angel Wuellner
Mike & Maryjo Williams

**Matching Gifts**
The Educational Theatre Association and the International Thespian Society recognize the following companies for their generous matching-gift programs:

Apple, Inc./Benevity Fund
Magid Glove and Safety
Manufacturing Company LLC
Walt Disney Company Foundation
Schneider Electric North America Foundation

*If you note an error in our donor listing, please contact Claire Calder Willingham at 513.977.5529 or cwillingham@schooltheatre.org*
**The Association’s Statement of Activities**
A Comparison for Years Ended December 31, 2014 and 2015

### Operating Revenue

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$1,558,504</td>
<td>$1,415,980</td>
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<tr>
<td>Educational Events</td>
<td>$2,703,543</td>
<td>$2,321,526</td>
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<tr>
<td>Net Sales</td>
<td>$659,827</td>
<td>$497,485</td>
</tr>
<tr>
<td>Publications</td>
<td>$323,518</td>
<td>$316,494</td>
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<tr>
<td>Contributions</td>
<td>$392,809</td>
<td>$228,356</td>
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<tr>
<td>Other Income</td>
<td>$84,232</td>
<td>$61,278</td>
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</table>

### Operating Expenses

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$676,877</td>
<td>$656,144</td>
</tr>
<tr>
<td>Educational Events</td>
<td>$1,610,953</td>
<td>$1,365,759</td>
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<td>$1,062,285</td>
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</tr>
<tr>
<td>Leadership</td>
<td>$566,292</td>
<td>$546,449</td>
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<td>Technology</td>
<td>$446,638</td>
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<tr>
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<td>$69,455</td>
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<tr>
<td>Supporting Services</td>
<td>$1,068,665</td>
<td>$803,196</td>
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<tr>
<td>Depreciation</td>
<td>$121,209</td>
<td>$140,179</td>
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### Total Operating Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,722,433</td>
<td>$4,841,119</td>
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### Total Operating Expenses

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2014</th>
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<tbody>
<tr>
<td></td>
<td>$5,622,374</td>
<td>$4,940,037</td>
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### Net Operating Income (Deficit)

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Operating Income (Deficit)</th>
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<tbody>
<tr>
<td>2015</td>
<td>$221,268</td>
</tr>
<tr>
<td>2014</td>
<td>$(100,059)</td>
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</table>

Non-operating income (expenses)

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$41,261</td>
<td>$31,340</td>
</tr>
</tbody>
</table>

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

1. 2015 audit conducted by Barnes Dennig, CPAs.

2. 2015 figures

3. 2014 figures
educational events

- Set an all-time attendance record at International Thespian Festival 2015, with more than 3,700 delegates gathering for the week-long annual celebration of high school theatre. More than 1,200 students participated in National Individual Events Showcase (NIES) auditions, nearly 800 students auditioned for college and scholarship programs, and thirty-six teams participated in the annual Tech Challenge.

- Held the 2015 EdTA National Conference in St. Petersburg, Florida for 336 attendees and forty-one exhibitors. This professional development event for teachers included keynote speakers John Abodeely, deputy director of the President’s Commission for the Arts and Humanities; Eric Booth, founder of the first International Teaching Artist Conference; and Sandra Joseph, Broadway actress.

- Brought more than 415 delegates to Nashville, Tennessee for Junior Thespian Festival 2015. Thirty-seven workshops gave students and teachers the opportunity to explore theatre as a way to develop skills and imagination.

- Reached nearly 50,000 students and adults through forty-two state chapter festivals and conferences, where EdTA awarded 186 student scholarships for a total of $169,050.