



# Arkansas ASCD Annual Report 2010-2011

Dr. Matt McClure, AASCD President

Prepared by:  
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# Recipient of ASCD Affiliate of Excellence Overall Award





# Membership 2010- 2011



◆ June 30, 2010	June 30, 2011
1170	1277

◆ Increase of 9%

86 New Members from Conference

15 New Members from Web

6 New Members from Joint Dues (ASCD)

# + Communication



- ◆ Introduction of “ Members Only Section” of Web Page
- ◆ Member information through Distributed Email Blast
- ◆ Blog starting with Commissioner Kimbrell’s ASCD sponsored trip to Finland and Legislative Committee work at LILA



# Influence

## State Level

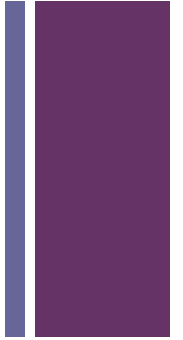


- ◆ Recipient of ASCD Influence Grant: \$1200.00
- ◆ Sponsored Arkansas ASCD Influence Workshop:  
January 2011  
ASCD David Griffith and Melissa Mellor  
  
Meeting of ASCD Staff with Commissioner Kimbrell and  
AAEA Executive Director and State Senator Joyce Elliott
- ◆ Activity Present during 2011 General Assembly;  
Sponsorship of Legislative Breakfast



# Influence

## National Level



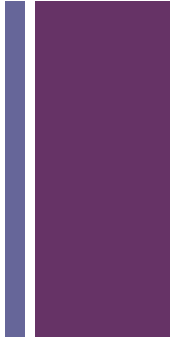
- ◆ Participation in LILA, Washington D.C

Matt McClure, Frank Holman, Mary Gunter

- ◆ Meetings with Representatives Ross, Womack, and Senator Boozeman



# Governance and Leadership



- ◆ Nomination and Selection of First Emerging Leader, Kara Chrisman
- ◆ Appointment of AASCD representatives to State Common Core Leadership Team
- ◆ Audit report with no exceptions from firm with non-profit experience
- ◆ Separation of conference budget and general budget



# Products and Services



- ◆ Joint sponsorship of Career Academy with Department of Career and Technical Education, March, 2011
- ◆ First ‘Presenter Day’ Preparation Day, April 2011
- ◆ Joint sponsorship with AACIA/AAESP/AASCD Spring Drive-In Conference, April, 2011
- ◆ First “Facilitator” Training Day, May 2011



# + Annual Conference:

## Building, Facilitating & Sustaining Whole School Professional Learning Communities

- ◆ Record Attendance: 615
- ◆ First Graduates of the Career Leadership Program Recognized
- ◆ Kick off of ADE Common Core Resource Support



# + A Look To The Future



- ◆ Annual Conference Fall Follow-up Day
- ◆ Selected by ASCD as one of five states to participate in the Bill and Melinda Gates Common Core Grant
- ◆ Introduction of Arkansas ASCD Face Book
- ◆ Initiation of Sponsorship Levels and Benefits
- ◆ Establishment of Past-President Advisory Council

# + Celebrate, Excel and Continue . . .

