BREAKING
NEW GROUND

BUILDING
MOMENTUM

BROADENING
HORIZONS
Thank you for a great 2017! The work you are doing is inspiring, and we are here to recognize and support you. We set a new record in 2017 for the number of inductions into the International Thespian Society, enabling troupe directors to honor over 47,000 new high school Thespians and 7,000 middle school students. We chartered 188 new high school Thespian troupes and 97 new junior troupes. Our new troupe charter grants enabled the funding for 11 troupes and three junior troupes to induct and celebrate 169 students who otherwise would not have received that recognition.

Our chapters continued to thrive and grow their impact. Led by volunteers, EdTA’s chapters planned 46 Thespian festivals, 16 Junior Thespian festivals, 12 professional development events for teachers, and 25 student leadership programs.

The growth of our organization reflects the progress in the field. Despite the daily challenges, the budgets and presence of school theatre are growing. We’ve talked to teachers who have fought for years to get theatre classes added into their school day and finally made it happen in 2017 through persistent and consistent advocacy. Do not give up...every individual makes a difference!

Speaking of advocacy, your voice during #TheatreInOurSchools month in March 2017 touched over five million people on social media and in the news, and 28 states have now adopted new theatre standards informed by the 2014 National Core Arts Standards.

Our success in the association gave us the strength to launch the Educational Theatre Foundation to build a funding base for the future of school theatre. A game-changing gift has enabled the JumpStart Theatre pilot program to begin its national expansion in 2018 to build sustainable theatre programs in middle schools where there previously were none.

The association is thriving because of you! Together we will continue to experience joy, success, and great theatre!

Debra J. Corbin, President, Board of Directors
Shaila Seth, Chair, International Thespian Officers
Julie Cohen Theobald, Executive Director, EdTA
LEADERSHIP

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Utah

The National Core Theatre Standards have now been adopted by 28 states, up from 15 the previous year.

EdTA Board from left to right: Laurie Baskin, Krista Carson Elhai, Richard Frazier, John Prignano, Brian Curl, Julie Cohen Theobald, Ben Stuart, Debbie Corbin, Scott Walker, Gai Jones, Hunter Bell, Matt Conover
In July, EdTA members put school theatre center stage during the first Theatre Education Advocacy Day in Washington, D.C., devoted to the field. Theatre Education Advocacy Day marks a new chapter in EdTA’s commitment to advocacy on behalf of theatre education. The association has long taken an integral role in organizing and participating in National Arts Advocacy Day sponsored by Americans for the Arts, proudly fielding one of the largest delegations to the annual March gathering of arts and arts education supporters from across the country.

While EdTA’s interests overlap and integrate with broader arts and education issues, the Theatre Education Advocacy Day was an opportunity to address the value of theatre education and its unique needs. Held in conjunction with the 2017 Leadership Summit that gathers state chapter directors and board members, the advocacy day drew 90 attendees from 30 states and included an afternoon of training, followed by a day in which the delegates went to Capitol Hill and visited more than 100 congressional offices.

In their visits, EdTA members made the case for financial support of a series of programs that impact theatre and other arts education, including the National Endowment for the Arts; Title IV, Part A funding under the Every Student Succeeds Act; and 21st Century Learning Centers that fund after-school programs. They also asked for support for theatre education’s access to wireless microphones.

A highlight was the presentation of the first EdTA Legislator Leadership Award for Arts Education to Republican Congressman Leonard Lance, who represents New Jersey’s 7th Congressional District. Lance, co-chair of the Congressional Arts Caucus, was selected for the award because of his strong support for continued funding of the National Endowment for the Arts and for his advocacy regarding wireless microphone access for educational and performing arts entities.

In accepting the award Lance said, “I have great respect for the work that you do, playing a significant role in helping young people become better readers, writers, thinkers, and, ultimately, the next generation of leaders in our society.”

Another highlight was a reception at the office of the National Arts Education Association (NAEA) attended by leadership of NAEA, National Association for Music Education, Arts Education Partnership, and Americans for the Arts. Participants reflected on the impact of their training.

California attendee Vanessa Montgomery felt empowered, saying, “My voice made a difference. I got understanding for what I was asking for.”

Michigan’s Todd Avery said, “This experience helped validate me as an expert in theatre education! After teaching and being on the front lines for 28 years, I’ve seen first-hand the benefits to students. I now know that I have an obligation to share my stories with policymakers so they understand what the legacy of theatre education truly is.”

North Carolina’s Medina Demeter said, “My biggest takeaway is that communicating with our representatives isn’t as hard as I thought. They want and need to hear from us. And it’s our duty to make our voices heard.”
Influencing public opinion about the value of theatre education is core to EdTA’s mission, and one of the best ways to achieve that is to have EdTA members on the front lines in state houses and school board meetings across the country.

Marking a milestone for EdTA in advancing advocacy on behalf of theatre and other arts education, EdTA launched the Advocacy Leadership Network (ALN). The initiative trains and empowers adult members in grassroots advocacy, supporting the work already ongoing at the state and district levels and equipping state-based leadership to be at the table regarding the curricular, staffing, infrastructure, resources, and other needs of theatre education.

EdTA Director of Educational Policy Jim Palmarini describes the mission of the ALN as strengthening EdTA’s collective impact by having representatives share their advocacy successes and challenges so members can learn and model from one another. The ultimate goal is for every EdTA chapter to have an ALN representative.

Representatives from up to 10 states per year will be selected through a competitive process and trained through webinars, direct advocacy experience, and an annual two-day in-person meeting.

The ALN’s creation was prompted by the 2015 passage of the Every Student Succeeds Act (ESSA), the federal education law that calls for a renewed ownership of state and district decision makers to determine how and what education is delivered to their K-12 students.

2017 ADVOCACY LEADERSHIP NETWORK REPRESENTATIVES

ANTHONY CIMINO-JOHNSON, Rock Ridge High School, Ashburn, VA
MICHAEL DAEHN, Ball State University, Muncie, IN
HELEN DURANLEAU-BRENNAN, Davenport, IA
SHANNON HORN, Pinewood Preparatory School, Goose Creek, SC
ALISON JOHNSON, Santa Fe High School, Whittier, CA
JENNIFER MORGAN-BECHAT, Leavenworth High School, Leavenworth, KS
MALLORY NONNEMAKER, Dawson County High School, Cleveland, GA
ZACHARY SCHNEIDER, Natrona County High School, Casper, WY
TERI TURNER, Smith-Cotton High School, Sedalia, MO
In 1929, the founders of the International Thespian Society had a vision to bring new levels of recognition to theatre in schools, and since then over 2.3 million students have been inducted into the honor society. In 1989, the organization rebranded under the umbrella of the Educational Theatre Association (EdTA) to bring support to teachers and increase advocacy and public awareness about the value of curricular theatre.

November 2017 marked a new step with the launch of the Educational Theatre Foundation (ETF), which has been formed as the philanthropic arm of EdTA to provide financial support to enhance theatre education and to expand access to school theatre programs for every student.

Julie Cohen Theobald is continuing to serve as the executive director of EdTA and also in a new capacity as president of the Educational Theatre Foundation.

ETF has assembled an outstanding team to bring the vision to life, including a national board of trustees, an honorary board, and an advisory board. They all share a common passion for the positive impact of theatre on a student’s success in college, career, and life.

ETF funding priorities include:
• JumpStart Theatre — a program that builds sustainable musical theatre programs in under-served middle schools that previously had none, increasing access.
• Need-based grants to schools — to provide teaching and performance resources and equipment in under-resourced schools.
• Merit- and need-based grants to individuals — to nurture the next generation of theatre teachers and artists.

Starting in 2018, all fundraising efforts will come from the foundation. Separate budgets and restricted accounts will ensure that all donations to ETF are directed to philanthropic efforts and that no EdTA member dues are spent on charitable programs.

The new website has more information at educationaltheatrefoundation.org.
JumpStart Theatre Broadens Horizons

EdTA has a vision to expand access to school theatre for every child. In 2015, in collaboration with Music Theatre International and iTheatrics, EdTA initiated a pilot program called JumpStart Theatre in Cincinnati.

JumpStart Theatre builds sustainable musical theatre programs in middle schools that previously had none. Participating schools receive materials, budget, and training support valued at $12,000 annually, to produce one full-scale musical production. Non-theatre teachers are equipped with the skills and resources to produce their school’s first musical through a proven combination of hands-on mentoring and bootcamp style training.

In 2017, in the midst of the pilot’s second year, JumpStart Theatre earned a tremendous vote of confidence in the form of a major personal gift from NBC Entertainment Chairman Robert Greenblatt. In addition, it received a grant from The Shubert Foundation, which noted that it was the first time that the organization funded an educational program outside of New York City.

The immediate result of this support was to bring the vision to fruition and expand the program beyond Cincinnati. In November, STAGES St. Louis and La Jolla Playhouse were announced as the first two partner theatres for the JumpStart Theatre program.

Integral to the pilot is research being conducted by the Centers for Research on Creativity to measure the impact of the program on student development in nine areas. Preliminary results indicate students demonstrate improved confidence, creativity, resiliency, responsibility, collaboration, and sense of community. Another finding cites similar benefits for the participating educators as well.*

*Capturing Student and Teacher Creative Growth through the After-School JumpStart Theatre Program, Year Two Report, 2017

JumpStart Theatre Student Impact

Creative Expression  Critical Thinking  Empathy  Collaboration

As someone whose life was fundamentally enriched by a robust theatre program in my high school in Rockford, Illinois, I believe that bringing theatre to young people in as many schools as possible is vital.

—Robert Greenblatt, Chairman, NBC Entertainment
Awards

OUTSTANDING SCHOOLS
Recognizing where theatre programs exemplify and promote high standards in educational theatre.

- **Rock Ridge Performing Arts**
  Troupe 8104, Ashburn, VA
  Anthony Cimino-Johnson, director

- **Floyd Central High School**
  Troupe 1794, Floyds Knobs, IN
  Robbie Steiner, director

- **Spanish Fork High School**
  Troupe 943, Spanish Fork, UT
  Andrew Hunsaker, director

OUTSTANDING ADMINISTRATORS
Recognizing outstanding individuals who have demonstrated exemplary support for educational theatre.

- **Beth Baker**
  associate principal
  Acton-Boxborough Regional High School, Acton, MA; Troupe 5552
  Jessica Harms, director

- **Theresa Carroll**
  vice principal and fine arts supervising principal
  Leavenworth High School
  Leavenworth, KS; Troupe 287
  Jennifer Morgan-Beuchat, director

INSPIRATIONAL EDUCATORS
Recognizing individuals who have inspired their students and dedicated themselves to providing high quality theatre education.

- **Claire Lanicca**
  Mother of Mercy High School
  Troupe 3803, Cincinnati, OH

- **Dr. Christin Pirkle**
  Lexington High School
  Troupe 4182, Lexington, SC

- **Daniel Stowell**
  Coffman High School
  Troupe 4100, Dublin, OH

HONORARY THESPANIANS
Recognized for going above and beyond in their role as a volunteer.

- **Beau Pumphrey**
  Southside Senior High School
  Troupe 2620, Fort Smith, AR

- **Carl Schultz**
  Pinewood Preparatory School
  Troupe 6926, Summerville, SC

- **Peggy Markle**
  Rock Ridge Performing Arts
  Troupe 8104, Ashburn, VA

HALL OF FAME
Recognizing individual members who have made outstanding contributions to theatre education over 20 years or more.

- **Lori Hathaway**
  Big Rapids High School
  Troupe 1176, Big Rapids, MI

- **Gina Parrish**
  Norcross High School
  Troupe 1203, Norcross, GA

VOLUNTEERS OF THE YEAR
Recognized for their leadership in planning EdTA’s two alumni benefit events, Broadway Back to School in New York and Thespians Go Hollywood in Los Angeles. Both also serve on the EdTA Board of Directors.

- **Hunter Bell**
  Tony-nominated writer,
  New York City

- **Krista Carson Elhai**
  Claremont High School
  Troupe 2129, Claremont, CA

FOUNDERS’ AWARD
Recognizing work of an individual or group that supports the principles and mission of the EdTA founders to promote and strengthen theatre education, making significant contributions to the growth and development of theatre education, research, and practice.

- **Peter Sargent**
  Webster University, MO

STANDING OVATION AWARD
Recognizing a corporation or organization that makes significant contributions to theatre education on the national level through philanthropic efforts or its programs and activities.

- **Playbill**
2017 DONORS AND SPONSORS

Thank You! The Educational Theatre Association and the International Thespian Society wish to thank the following for their generous support in 2017

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Drama Booster Club
Troupe 1338
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Mississippi Thespians
Mountain Ridge Middle School Troupe #88933, 2016-17 Drama B Class and Laurilea McDaniel
Nebraska Thespians
Ohio Thespians
Ohio Thespians Alumni Event
Realtime Music Solutions
South Carolina Thespians
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David Lichtenstein
Sandra Lundgren
Chris Maliwat
Burt McCollom
Jim Miller
James Palmarini
M Michele Richardson
Anthony Robinson
Jeni Star
Bill and Claire Stickney
Jim Talkington
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Alabama Thespians
Bowling Green High School
Grinnell High School
Troupe 4274 and Elizabeth Hansen
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Oklahoma Thespians
Rodgers and Hammerstein
Virginia Thespians
West Virginia Thespians

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- The Educational Theatre Association and the International Thespian Society recognize the following companies for their generous matching-gift programs
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  - Caterpillar Foundation
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  - PayPal Holdings, Inc.
  - Walt Disney Company Foundation

**Endowed and Major Gifts**

The Educational Theatre Association and the International Thespian Society wish to permanently recognize operating, endowment, program, and capital contributions of $25,000 and above. Thank you for making a lasting impact on theatre students and teachers.

- Robert Greenblatt
- Bequest of Melba Day Sparks Henning (1993)
- Eleonora C.U. Alms Trust, Fifth Third Bank, Trustee
- The Greater Cincinnati Foundation

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2017 International Thespian Festival

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- R&H Theatricals
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The growth of chapter activity is dynamic and robust. Participation rose 11 percent with more than 62,000 students at 71 EdTA chapter events, which included both festivals and student leadership training. And 12 chapters conducted professional development events. The ranks of Junior Thespians, and activities for them, are growing at a record pace with inductions of 6,999 students and 16 chapter events. Chapters awarded scholarships totaling more than $200,000.

In China, EdTA’s partner, Dipont, continues to introduce the concept of theatre education, teaching classes to 6,000 students and chartering seven troupes with more than 100 inducted Thespians. Nearly 1,000 students participated in the regional and national festivals.

Theatre in Our Schools (TIOS) is a grassroots campaign held in March to raise public awareness about the impact of theatre education. In 2017, thanks to videos from celebrity champion Kevin Kline, the active participation of partner American Alliance for Theatre and Education, and the 200 troupes who signed up, the campaign raised awareness of more than five million people through news stories and social media posts using the hashtag #TIOS17.

Shown above are the winners of the first TIOS Outstanding Impact Award, Thespian Troupe 1899, West Potomac High School, Alexandria, VA. Not only did they promote TIOS in school, they also met with their school board, contacted their elected officials, placed posters in the public library and businesses, and distributed bookmarks to 700 students at feeder schools.
Honor Chapters

EdTA initiated the Honor Chapter program to recognize those chapters that achieve a high level of excellence. Criteria include: chapter growth; comprehensiveness of chapter events; leadership programs for students and adults; participation in national programs; and community service. The inaugural Honor Chapters are Arizona, Arkansas, California, Georgia, Indiana, Kansas, Missouri, Nevada, New Jersey, Ohio, Pennsylvania, South Carolina, Texas, Virginia, and Washington. At right, New Jersey Honor Chapter delegation at EdTA’s Leadership Summit.

National Individual Events (NIEs) Training Videos

One of the most popular pages on the EdTA website in 2017 was the first in a series of National Individual Events (NIEs) training videos prepared to help students, teachers, and adjudicators gain a better understanding of NIEs performance and technical theatre presentation expectations, both at chapter conferences and the International Thespian Festival (ITF).

The videos show students and teachers what a superior-rated performance or presentation looks and sounds like and can serve as a benchmark to guide them in their own NIEs preparation. The first set includes superior-rated student solo acting, musical theatre performances, and a costume construction presentation. The series will grow to include all areas of performance and technical theatre presentation.

Thespian Induction Point System (TIPS)

Another new resource that proved popular was the Thespian Induction Points System, enabling troupe directors to efficiently and consistently maintain an accurate record of students’ accomplishments and progress toward earning induction.

Troupe Data

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<th>Total Number of Troupes</th>
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<table>
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<th>Total Thespian Inductions</th>
<th>Total Junior Thespian Inductions</th>
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<td>47,076</td>
<td>6,999</td>
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Increase of total inductions: +11%

Troupe retention rate for the first time: 95%
The 2017 event had record-setting attendance of 4,289 delegates. Other big numbers include: 1,500 participating in National Individual Events; 85 exhibitors; 56 colleges auditioning students; 19 sponsors; $45,000 in national scholarships; and 188 different workshops.

**Send a Troupe Grants**

Two schools that had not been to International Thespian Festival before were able to attend thanks to grants that cover their registration, room and board, and travel expenses. The recipients were Jemicy School’s Thespian Troupe 8269 in Owings Mills, MD, and Fort Scott High School’s Thespian Troupe 7365 in Fort Scott, KS.

**Next Generation Works**

Participation in all facets of Next Generation Works continues to grow. More playwrights submitted and more students auditioned for cast and crew. The four finalists for Thespian Playworks Nick Krentel, Garret M. Ryan, Kayla Temshiv, and Bella Yaguda were published by both *Dramatics* and Samuel French. And for the first time, the finalist for Thespian Musicalworks, by Michael Banwarth and Eric Leigh, was published by *Dramatics* and by TRW. A new program, Thespian Filmworks made its debut.

In emergencies, including natural disasters, the school theatre community responds quickly and generously. After Hurricane Harvey, Texas Thespians wanted to support their peers and started an online information exchange. While immediate needs may be best managed through on-the-ground relief organizations, there are also longer-term needs that aren’t fully realized for weeks, if not months. For example, if a school’s costume shop or script library gets water damage, assessing the need can require an inventory before asking for help.

To address this longer-term need, EdTA partnered with Texas, adapting their online response form and matching those that needed support with those able to give it.

In 2017 following hurricanes Harvey, Maria, and Irma, 174 schools across 29 states pledged support. And 20 schools—16 in Texas, and two each in Florida and Puerto Rico—requested help. Support as varied as money for festival fees to classroom and theatrical supplies was arranged through matching up schools, individuals, and organizations.

The Disaster Relief Matchmaking program is being showcased by the American Society for Association Executives as a role model.
Arts Advocacy Day

The EdTA delegation to the annual event sponsored by Americans for the Arts included more than 30 adult and student representatives from 17 states. The Democracyworks essay contest, the prize for which includes a trip to the Washington, D.C. event, asked students to write about STEAM education and why it should be part of every student’s well-rounded curriculum. The winning essay was by Lance Junck of Branson, MO, Troupe 3482, who is seen here with EdTA President Debbie Corbin and Representative Billy Long (R-MO).

Online Community Numbers

9,683 Participants
3,187 Unique Contributors
17 Average Posts Per Day

Operating Revenue and Expenses

The Association’s Statement of Activities; a comparison for years ended December 31, 2016 and 2017

2017 Revenue
- Educational Events: $3,309,662
- Membership: $2,018,790
- Net Sales: $633,745
- Contributions and Grants: $904,416
- Publications: $345,367
- Investments and Other Income: $67,146

2016 Revenue
- Educational Events: $2,976,114
- Membership: $1,864,266
- Net Sales: $613,923
- Contributions and Grants: $403,088
- Publications: $335,434
- Investments and Other Income: $91,817

2017 Expenses
- Management and General: $1,316,509
- Educational Events: $1,903,252
- Publications: $646,389
- Membership: $771,463
- Chapters and Community: $813,476
- Fundraising and Development: $503,838
- Technology: $547,189
- Advocacy: $215,100

2016 Expenses
- Management and General: $1,145,069
- Educational Events: $1,776,117
- Publications: $798,672
- Membership: $623,280
- Chapters and Community: $623,604
- Fundraising and Development: $380,480
- Technology: $519,135
- Advocacy: $209,601

EdTA’s National Conference

Keynoters Patti Raun and Robert Root-Bernstein took a record delegation of 400 educators on a journey through the intellect and imagination, addressing the value of theatre in STEAM-based education and the role that creativity and empathy plays in supporting the well-rounded education of all students.

EdTA’s Leadership Summit

Forty-five chapters were represented at the 2017 event, which had record attendance of 146, including chapter directors and board members, EdTA board and staff, and International Thespian Officers. Highlights include the recognition of the first class of honor chapters (page 13) and the launch of the advocacy training (page 5).
2017 Firsts
BREATHING, BUILDING, BROADENING

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Cincinnati, OH 45219-2815

Name1 Name2
Company
Address1
Address2
City, State Zip