2018 ANNUAL REPORT

IN THE

DEAL
Dear members of EdTA,

Thank you for a tremendous year in 2018 as we grew our impact in shaping lives through theatre education.

- We grew EdTA’s chapters to reach 48 of the 50 states! As we continued to gain more members and grow their involvement, many chapters outgrew their festival venue and moved to larger spaces. Several chapters also launched their first junior festival or teacher professional development conference.
- We activated the Educational Theatre Foundation and gave more than $650,000 in grants to schools, teachers, and students. This was enabled by more caring donors and sponsors than ever before. JumpStart Theatre began its national expansion and is building musical theatre programs in schools where there previously were none, in six different states.
- After 20 years in our historic headquarters, we moved to a new office that modernizes our work in bringing EdTA’s mission to life. We also announced the move of the International Thespian Festival to a larger campus in 2020 to accommodate the increased demand from Thespian troupes.
- We hit new record highs of 58,000 newly inducted Thespians, 11,000 users in the online Theatre Education Community, and 500 attendees at the EdTA National Conference.
- Our access and reach to support school theatre programs has never been stronger.

One hallmark that will never change is our passion for the mission. Students are at the center of everything we do, and the best part of our job is seeing their “aha” moments — catching the theatre bug, bonding with other Thespians, and growing in their skills and confidence.

Sincerely,

Julie Cohen Theobald, Executive Director, EdTA
Emily Martin, Chair, International Thespian Officers
The year-long initiative paired 12 two member teams of high school theatre educators and teaching artists to create a standards-based curriculum framework and instructional units in targeted areas of theatre. Since 31 states have adopted new theatre standards, to meet those standards teachers need a framework that articulates what is important to teach and learn in theatre. The goal of this project, according to EdTA Director of Educational Policy James Palmarini, is to provide that and to suggest how theatre educators—classroom teachers and teaching artists alike—can measure the effectiveness of their teaching and the learning of students.

More than 100 theatre educators and artists vied for the unique opportunity to play a leading role in shaping the future of the field. The teams, selected with geographic diversity in mind, hail from across the country, Oregon to Georgia and California to Connecticut. The teams began work in April by participating in a series of training webinars focusing on the core aspects of the project: standards, assessment, and the curriculum framework structure. They came together in July in Cincinnati, where they began the process of building the lessons they would apply in their classrooms in the fall.

They have written curriculum lessons and assessments addressing a wide range of theatre skills and knowledge. The topics are: lighting design, devised theatre, directing, makeup, musical theatre storytelling, sound design, physical acting, a hip hop musical, Shakespeare scenes, playwriting, costuming, and choreography.

Collectively the teams have assembled 256 products—video performances, journals, and reflections from more than 100 students—created as part of their jointly taught lessons.

In early 2019 the facilitators—Palmarini, Cory Wilkerson, and Ken Bolinsky—will review the submitted student work and decide which of the performance and technical theatre examples and their companion lessons will be shared via EdTA’s forthcoming online professional development resource portfolio.

“The goal of the project is to create lessons that other theatre educators and teaching artists can use or adapt,” said Palmarini. Ultimately, what we’re after is to create a body of resources that make it easier for teachers to give the best possible theatre experiences to their students.”

“I was doing and why. She took me out of my creative space and made me think about the steps that are needed to be done for students to succeed.”

Shirlee Idzakovich, Teaching Artist, New York City
The ultimate goal here is for theatre teachers to become better educators and to improve theatre education programs throughout the country.

James Palmarini
EdTA Director of Educational Policy

The new EdTA High School Theatre Educator Evaluation Workbook is a professional development tool that addresses a need among theatre educators seeking to more clearly communicate their classroom practice to administrators who serve as evaluators of teacher effectiveness.

The standards-based editable PDF workbook is available to members as a free download on the EdTA website. According to EdTA Director of Educational Policy James Palmarini, the Evaluation Workbook can serve as a resource that will help theatre educators and their administrators better understand the needs and expectations of one another. “I like to call the workbook a translation tool,” he said. “A theatre educator may be doing a great job, but their principal may not understand what it is they’re doing and why. Conversely, the teacher needs to know how their curriculum and student outcomes can help support the mission and goals of the school or district.”

Palmarini said the Evaluation Workbook represents the third leg of standards-aligned documents intended to affirm the professionalism of theatre educators and student learning in the art. “This work began with the publication of the National Standards in Theatre Education in 2014,” he said. “Those standards have since been adopted or adapted by 31 states and the list is growing. To help teachers articulate the curriculum, staffing, scheduling, and resources needed to meet those standards, EdTA created the Opportunity-to-Learn Standards in 2016. Now, this workbook, in support of those standards, articulates best practices by theatre educators engaged in standards-based teaching.”

The 2016 Every Student Succeeds Act gave districts a lot of flexibility as to how they measure teacher effectiveness, but generally there are no specific evaluation documents that directly address theatre and other arts teachers. The arts—theatre included—have very distinct pedagogy that is unlike more traditional subject areas. While the workbook can be used as a component of a theatre educator’s annual evaluation, it’s not intended to replace school or district-based evaluation systems.

“The ultimate goal here is for theatre teachers to become better educators and to improve theatre education programs throughout the country,” he said. “The discussion between the educator and the evaluator should help determine how the teacher can most effectively promote student learning in theatre. To do that they need resources and training. So, using the workbook criteria as a prompt, a review should include a discussion about the things the teacher needs, whether it’s a new light board or scripts, and what professional development would help them improve their skill sets.”

“Evaluation is a sensitive topic, so EdTA will be offering workshops about how to make best use of this new resource. This is a versatile document that can be used in multiple ways, whether for evaluation or just reflection,” Palmarini said. “We want to make sure that our members and other users understand that.”

EdTA and its new philanthropic arm, the Educational Theatre Foundation, were selected as the primary partner for national programs including Oklahoma’s 75th anniversary, Joseph and the Amazing Technicolor Dreamcoat 50th anniversary, and The Prom. EdTA continues to collaborate with National Public Radio in making the results of our annual high school Play Survey available for the interactive database that NPR created on their website and continue to maintain.

In the wake of Hurricane Harvey, Hurricane Maria, Hurricane Irma, the California wildfires, and other disasters both natural and created by human negligence, the National Disaster School Program, now known as EdTA’s Disaster Relief Matchmaking, has been in place for many years. 

The EdTA Teaching Artist Directory is a new repository where educators can search, find, and connect with those in EdTA’s Theatre Education Community who are in need of or are themselves a teaching artist. Participation is for EdTA members or registered Community users.
The Membership Advisory Group (MAG) officially launched at the 2018 EdTA Leadership Summit. The members are the chapter leaders who have the specific responsibility for membership value and growth.

MAG members personally welcome and engage with new members within their chapter to promote involvement. This personal contact is a key to the association’s impressive 94 percent member retention rate. As the “eyes and ears” of the field, MAG members also provide essential information about existing and potential products, services, and events, helping EdTA gain deeper insights into members’ needs and preferences.

HESPIAL Alumni NETWORK

The Thespian Alumni Network (TAN) brings together the existing structures of already established chapter/state-based alumni networks to form a nationwide network.

LEGACY CIRCLE COMMITTEE

The Legacy Circle Committee encourages EdTA members, ITS alumni, and ETF external stakeholders to “fund the future” and have a lasting impact on school theatre, students, and teachers through bequests, gifts of retirement assets, and gifts of life insurance, among many other planned giving options. Through ETF, any EdTA chapter can also have its own planned giving program, and Legacy Circle members can designate a troupe, chapter, or a special program as their beneficiary.

Several additional volunteer groups are being tapped to add insight and expertise in a variety of areas.

CHAPTER ADVISORY COMMITTEE

The Chapter Advisory Committee is the key interface between EdTA Chapter leadership and the Educational Theatre Foundation (ETF) on identifying funding priorities and needs for chapters and troupes. CAC members serve as liaisons when ETF functions as a community foundation for chapters and troupes that wish to have professionally managed planned giving and other donation programs as well as financial resource development training.
Michael Daehn personifies the mission and goals of the Educational Theatre Association—in both action and spirit. EdTA would not be who we are today without supportive and wise leaders such as himself.

—Julie Cohen Theobald, EdTA Executive Director
The 2018 event had record setting attendance of 4,500 delegates from 41 states as well as students from China, Great Britain, Singapore, Spain, Thailand, and the United Arab Emirates. Other big numbers include more than 1,600 participants in National Individual Events (NIEs); 88 exhibitors; 60 colleges recruiting students; 25 sponsors; $20,000 in scholarships; more than 700 workshop sessions. More than 100 students participated as writers, cast, and crew in the expanded Next Generation Works program that promotes original writing, pairing students with theatre professionals for Thespian Playworks and Musicalworks, and new in 2018 Filmworks and Criticworks.

Send a Troupe Grants
Two schools that had not been to ITF before were able to attend thanks to the grants that covered their registration, room and board, and travel. These recipients were John R. Mott High School Thespian Troupe 417 in Postville, Iowa and Westwood High School Thespian Troupe 7803 in Mesa, Arizona.

In 2018, an additional troupe had the opportunity to participate thanks to the generosity of Steve Houghton, the former assistant director for EdTA, and his wife Dawn, who now reside in Kewadin, Michigan. They made a generous donation to benefit a troupe in Michigan. The recipient was Heritage High School Thespian Troupe 5491 in Saginaw.

EDTA LEADERSHIP SUMMIT

The 2018 Summit had a record attendance of 148, at which 46 chapters were represented by chapter directors and board members, in addition to EdTA board and staff, and International Thespian Officers. At the event, 19 chapters were recognized as honor chapters, the Advocacy Leadership Network was honored with the Volunteers of the Year Award, and the Legislator Leadership Advocacy Award was presented to Representative Jeff Pittman of Leavenworth, Kan.

EDTA NATIONAL CONFERENCE

The 2018 EdTA National Conference, We Are All Artists, explored the profession of the theatre educator, both as teacher and artist, examining the intersection of classroom teaching and theatrical artistry. Held in Denver, it was the best attended Conference to date with 500-plus participants from 44 states and three countries who connected as teachers, as artists, and as colleagues, learning and working together and inspiring each other. The event featured 64 exhibitors, 75 workshop sessions, seven professional development intensives, and three memorable keynote presentations from: John Cariani, actor and author of the play most produced in U.S. high schools, Almost Maine; Sue Hamilton an award-winning director and acting teacher and an expert on the craft and business of acting with her own studio in Los Angeles; and Alton Fitzgerald White, an inspirational author speaker who is also the longest-running Mufasa on Broadway.

EDTA NATIONAL CONFERENCE

Stories like those we tell in theatre, remind us that we are all more alike than we are different.” —John Cariani

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EdTA chapters held 87 events that provided learning opportunities for 68,350 students in the 2017-18 school year. The events included festivals for high school students, middle school students, and student leadership camps and programs. 12 chapters hosted professional development events for teachers. 205 scholarships were awarded at the state chapter level for a total of $197,200.

Honor Chapters

Gold Honor Chapters
- Arizona
- Missouri
- South Carolina
- Arkansas
- Georgia
- Indiana
- Kansas

Silver Honor Chapters
- California
- Maryland
- Virginia

Bronze Honor Chapters
- Nebraska
- Oklahoma
- West Virginia

TROUPE DATA

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<th>Troupe Retention</th>
<th>Induction Increase</th>
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<td>225</td>
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<td>10%</td>
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New Year-End Record

OPERATING REVENUE AND EXPENSES

2017 Revenue
- Educational Events: $13,309,662
- Membership: $20,787,790
- Net Sales: $333,745
- Contributions and Grants: $345,167
- Induction Increase: $17,376
- New Year-End Record

2018 Revenue
- Educational Events: $13,773,430
- Membership: $22,865,218
- Net Sales: $709,440
- Contributions and Grants: $11,712
- Technology: $5,897,321
- Advocacy: $125,100

2017 Expenses
- Management and General: $1,267,668
- Educational Events: $1,900,438
- Publications: $772,723
- Membership: $686,826
- Chapters and Community: $659,769
- Technology: $878,321
- Induction Increase: $107,362

2018 Expenses
- Management and General: $1,285,218
- Educational Events: $2,090,717
- Publications: $726,302
- Membership: $709,260
- Chapters and Community: $780,885
- Technology: $531,557
- Advocacy: $326,294

SPONSORS

2018 International Thespian Festival
- AMDA College and Conservatory
- American Academy of Dramatic Arts
- bodymics.com
- Boxtix: Online Ticket Solution
- Broadway Cares/Equity Fights AIDS
- Broadway Direct
- Broadway Licensing Company/Playscripts
- Disney Parks Live Entertainment
- Disney Theatrical Productions
- Dramatists Play Service
- Music Theatre International (MTI)
- The Prom: A New Musical
- R&H Theatricals
- Samuel French, Inc.
- Savannah College of Art and Design
- Seat Yourself
- ShowTix4U

2018 EDTA National Conference
- Booktix: Online Ticket Solution
- Broadway Cares/Equity Fights AIDS
- Broadway Licensing Company/Playscripts
- Disney Parks Live Entertainment
- Disney Theatrical Productions
- Heartland Scenic Studio
- Interactive Educational Video
- The Musical Company
- Music Theatre International (MTI)
- Open Jar Institute/Stage Write Software
- Playbill
- R&H Theatricals
- Realtime Music Solutions
- Samuel French, Inc.
- Seat Yourself
- ShowTix4U

2018 Leadership Summit
- Booktix: Online Ticket Solution
- Broadway Cares/Equity Fights AIDS
- Broadway Licensing Company/Playscripts
- Disney Theatrical Productions
- Interactive Educational Video
- LLC
- Kansas Thespians
- Missouri State Thespians
- Music Theatre International (MTI)
- Playbill
- R&H Theatricals
- Seat Yourself
- ShowTix4U
- Theatrefolk
- Trak-1
- Trophy Awards
- TRW (Theatrical Rights Worldwide)

Server Yourself
- PlayStation
- The Musical Company
- (MTI)
- Dramatic Arts
- Dramatists Play Service
- Dramatic Publishing
- Disney Theatrical Productions
- Disney Parks Live Entertainment
- Disney Theatrical Group
- Dramatists Play Service
- The MTA (Music Theatre International)
- Dramatists Play Service
- Disney Theatrical Productions
- Dramatists Play Service
- The Musical Company
- Music Theatre International (MTI)
- Open Jar Institute/Stage Write Software
- Playbill
- R&H Theatricals
- Realtime Music Solutions
- Samuel French, Inc.
- Savannah College of Art and Design
- Seat Yourself
- ShowTix4U

TROUPE SPONSORS
- Seat Yourself
- ShowTix4U
- Seat Yourself
- Playbill
- R&H Theatricals
- Samuel French, Inc.
- Savannah College of Art and Design
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Online Publications
- bodymics
- Broadway Cares/Equity Fights AIDS
- Broadway Licensing Company/Playscripts
- Boxtix
- ShowTix4U
- R&H Theatricals
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- TIOS (Theatrical Rights Worldwide)

New Troupe Sponsor
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A YEAR IN THE LEAD

*87 CHAPTER EVENTS WITH 68,350 STUDENTS
*19 HONOR CHAPTERS RECOGNIZED
*SOLD OUT ITF WITH 4,500 IN ATTENDANCE
*1,600 NIEs PARTICIPANTS
*50,638 THESPian INDUCTIONS *8,953 JUNIOR THESPian INDUCTIONS