2010 Annual Report

National Science Teachers Association

Aligning efforts to inspire, innovate, and improve

From the President

In 2010 we saw increased energy, interest, and activity focused on science education. This was especially encouraging in light of the challenging economy and the many issues that were competing for the nation's attention. President Obama, top CEOs and governors, and numerous stakeholder groups succeeded in keeping STEM issues in the foreground. This year a number of collective efforts inspired students in science, supported quality teaching, promoted innovation, and improved student learning in STEM subjects.

Last September America's business leaders answered the call to engage students in science and math by launching the CEO-led nonprofit group Change the Equation. The inaugural USA Science and Engineering Festival was an unprecedented two-week extravaganza showcasing some of the most compelling, exciting, and educational science activities for students. NSTA helped launch the nation's first National Lab Day (now National Lab Network)—part of President Obama's Educate to Innovate campaign—connecting thousands of teachers with STEM professionals to explore project-based learning experiences. And in the waning hours of 2010, Congress passed the America COMPETES Reauthorization Act of 2010 containing a variety of measures to improve education in the STEM fields.

NSTA is pleased to have been a key partner on many of these and other national initiatives, including a collaboration with the National Research Council (NRC), Achieve, Inc., and the American Association for the Advancement of Science (AAAS) to usher in the next generation of science education standards. Last summer NSTA engaged the science education community to provide feedback on an NRC draft framework for new science standards. We eagerly await the final framework and will work to involve educators as the science standards are developed.

This year I adopted "Imagine and Invent: Create a Great Future" as the theme for my presidential year. This theme resonates with President Obama's STEM goals, and NSTA is supporting innovation in many of its programs and initiatives for students and teachers alike.

While I'm pleased with the collective progress we have made, our challenge for 2011 and beyond is to transform the energy and interest surrounding STEM education into meaningful programs and initiatives that can be delivered at a scale that reaches all teachers and students. I hope you will join me in this endeavor.

Alan J. McCormack

Alan McCormack

NSTA President, 2010–2011

NSTA National Science Teachers Association

From the Executive Director

Dear Friends and Colleagues,

The economy in 2010 challenged NSTA to find innovative ways to engage and support science educators, and we met that challenge. We employed strategies that allow teachers to more easily access and interact with NSTA content and products, and we are now engaging a record number of science teachers every day, especially those new to the profession. We continue to produce a steady stream of quality professional development programs and resources, and provide teachers with a dynamic environment to connect and collaborate.

NSTA significantly ramped up its interaction with science educators in the digital world. Our electronic newsletter, *NSTA Express*, now reaches 400,000 educators every week, and we are regularly connecting and collaborating with teachers in social media environments like Facebook, NSTA blogs, Listservs, Twitter, LinkedIn, and more. Videos and supporting lesson plans developed by NSTA have been added to the NSTA website, providing a dynamic new opportunity to connect the classroom to the latest science news.

Amid widespread belt-tightening, it's no surprise that the popularity of our online professional development resources and tools soared. More than 73,000 users (individuals and districts) are now regularly accessing the NSTA Learning Center and documenting their professional development growth. The Center now contains nearly 6,000 e-PD resources and opportunities, including Science Objects, SciGuides, SciPacks, Web Seminars, SciLinks, symposia, book chapters, podcasts, and a host of free lesson plans and resources. NSTA is grateful to our corporate, government, and nonprofit partners whose support has allowed us to significantly increase the number of resources we offer.

Our most popular events for educators—NSTA conferences—remain strong, and we've added summer institutes and new collaborative events with partner organizations, such as the American Society for Engineering Education (ASEE) and the Association of Science–Technology Centers (ASTC). We reached out to local communities in our conference cities through a series of Science Matters community events for elementary teachers, parents, and families to help build awareness about the importance of science learning during the elementary school years.

We also launched new programs for teachers, including the NSTA Shell Science Lab Challenge, where schools compete for a grand-prize school science lab makeover, and the Mars Education Challenge, a program by Explore Mars, Inc., in partnership with NSTA and the Planetary Society.

While the economy created challenges for the association, we met these challenges, reduced our expenses, and continued on a positive financial path. NSTA continues to seek and receive new sources of funding, such as the $18 million in gifts and pledges to the John Glenn Center for Science Education campaign that has now reached the four-year mark.

Our hard work has paid off—our programs continue to thrive, our partnerships remain strong, and our mission remains steadfast. We gratefully acknowledge and thank our many funders and partners. We welcome 2011 and the opportunities that lie ahead to work together toward our mission to promote excellence and innovation in science teaching and learning for all.

Francis Q. Eberle
Executive Director

Acknowledgment of Contributors
Fiscal Year 2009–2010

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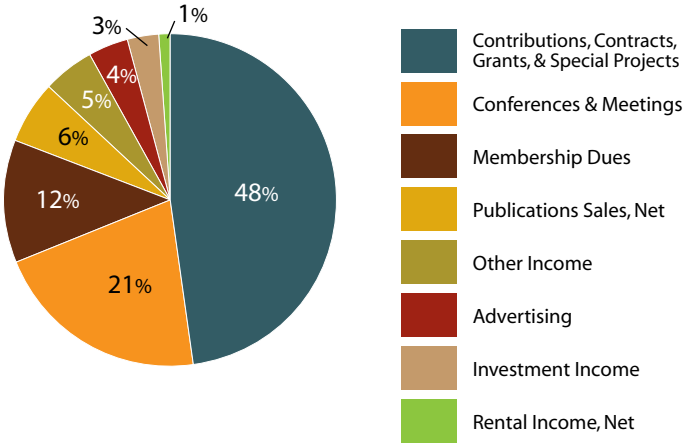
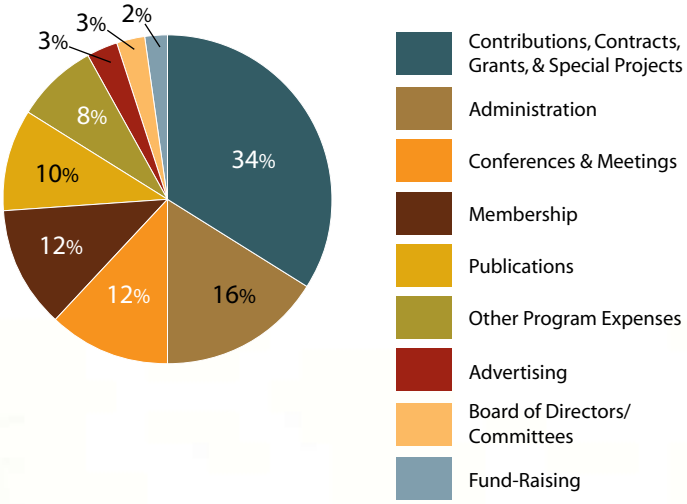
Statement of Activities

Faced with continuing economic challenges, NSTA has worked successfully to maintain its core revenue sources, increase contributions to the association, and adjust expenses accordingly.

NSTA Revenue Fiscal Year 2010



NSTA Expenses Fiscal Year 2010



Revenue, Gains & Other Support	2010	2009 *
Contributions, Contracts, Grants, & Special Projects	13,866,509	11,459,531
Conferences & Meetings	5,896,983	6,420,608
Membership Dues	3,550,527	3,637,105
Publications Sales, Net	1,847,629	2,197,439
Advertising	1,077,583	1,269,019
Other Income	1,561,945	1,835,323
Investment Income	753,265	(862,460)
Rental Income, Net	244,380	189,060
Total Program Service Revenue	**28,798,821**	**26,145,625**

Expenses	2010	2009 *
Contributions, Contracts, Grants, & Special Projects Less Allocated Indirects	8,351,698	8,898,807
Conferences & Meetings	3,346,234	3,908,264
Membership	2,935,284	3,042,841
Publications	2,491,002	2,371,189
Advertising	612,577	752,462
Other Program Expenses	1,992,037	2,001,195
The Center for Science Education	19,272	35,972
Fund-Raising	387,451	423,674
Administration	3,887,481	3,905,102
Board of Directors/Committees	716,138	681,490
Total Operating Expenses	**24,739,174**	**26,020,996**
Change in Net Assets Before Unrecognized Actuarial Gain	**4,059,647**	**124,629**
Unrecognized Actuarial Gain	**(241,935)**	**322,119**
Change in Net Assets	**3,817,712**	**446,748**

* Restated in 2010