

THANK YOU

for helping the ASA

GROW | INSPIRE | IMPROVE | EDUCATE

MESSAGE FROM THE DEVELOPMENT COMMITTEE CHAIR

Thank you for your donation supporting the ASA's development activities in 2016! Through such donations, we, as a **community of statisticians**, are working to **support our profession in education, outreach, and public service forums**.

Personally, I think of membership dues and subscription and conference fees as necessary expenses to support our own ongoing careers and to maintain a thriving national (actually, international) organization of statisticians—the ASA. But the world needs more than this from statisticians. The world also needs effective representation from our profession in broader arenas, some of which are highlighted in this report.

We can contribute through our individual efforts, and we can contribute collectively through the ASA and its development program. I am delighted you chose to contribute last year, and I hope you will continue to do so and increase your support, if possible.

MESSAGE FROM THE 2017 ASA PRESIDENT

This stewardship report delineates activities that accrue tremendous benefits to ASA members and the statistical community as a whole. While all ASA programs, of course, have our members in mind, these additional activities can be considered a true bonus. Thus with support to our fundraising efforts,

I am optimistic you will find this report highlighting some of the ASA's outreach activities to be informative and interesting. The development committee charge is to "promote and enhance the educational, scientific, and outreach goals of the ASA by planning and overseeing a development program." We welcome your input to help make the program effective.

Please feel free to contact any member of the committee to offer your ideas.

Thanks again for your donation in 2016 and, I hope, in coming years!

Jim Landwehr

we are able to increase advocacy efforts, develop innovative educational materials, energize our mentoring programs, and enhance our engagement programs—an impressive return on investment.

Barry Nussbaum

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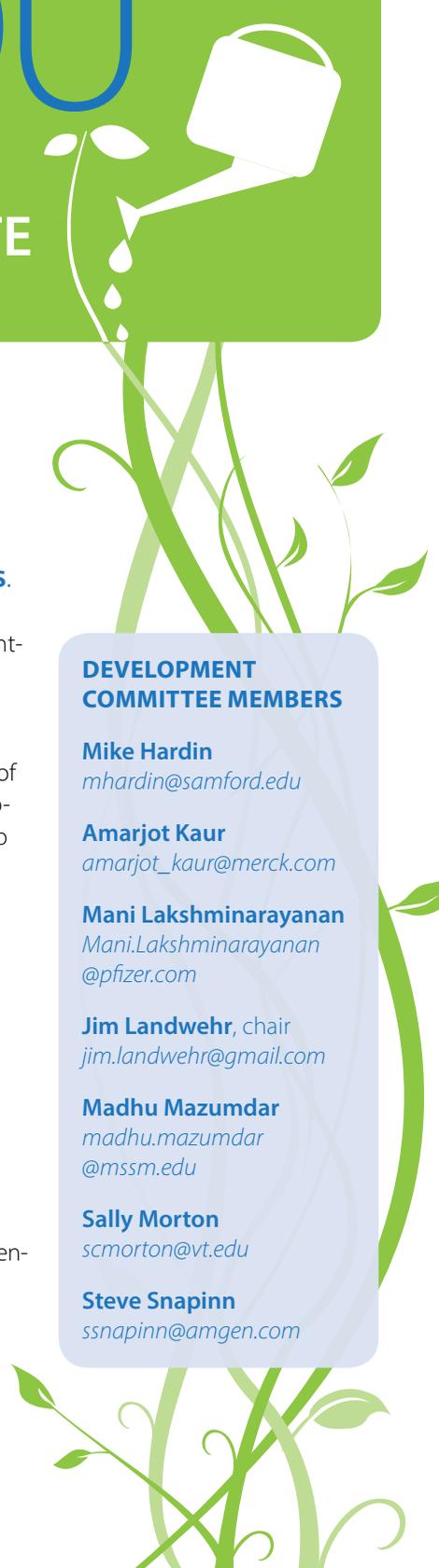
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2016 PROGRAM HIGHLIGHTS: GIVING IN ACTION

Following are examples of how your donations are used to offset program expenses, allowing the ASA to offer them for a low cost or no cost at all:

GROW | Providing Professional Development and Mentoring



Jami Jackson Mulgrave was paired with her mentor, Christopher Thomas Franck, at CSP 2017.

Mentoring and Docents

ASA paired 68 early-career statisticians with mentors at JSM and CSP. Also, more than 100 statisticians participated as docents at JSM, helping first-time attendees get the most out of the conference. Mentoring ensures the future strength of the profession.

Financial support provides travel support for mentees to attend conferences where they can get one-on-one mentoring.

New Media Training Pilot Program

This training is a two-day workshop designed to reinforce the importance of public engagement and help participants feel more confident engaging with journalists, policymakers, and the public and to walk away with concrete examples of how they can participate in public discussions.

Financial support helps provide workshop and travel support to participants.

INSPIRE | Supporting Statistics Education

New ASA K-12 Statistical Ambassador

The ambassador supports professional development for K-12 educators by conducting workshops, collaborating with ASA chapters, and assisting in outreach to the STEM education community.

Financial support helps offset the cost of this program, allowing the ambassador to travel in person to more schools. This is a free service for educators!

37 Teachers Went to MWM at JSM

Meeting Within a Meeting (MWM) provides statistics and data analysis training in an



Chris Franklin is the ASA's first K-12 statistical ambassador.

intimate, hands-on workshop setting to K-12 teachers, many of whom have never received training in teaching statistics.

Financial support, including travel scholarships, helps to offset the program costs, allowing for lower registration fees and reimbursed travel expenses for teachers.

20 ASA DataFest Competitions

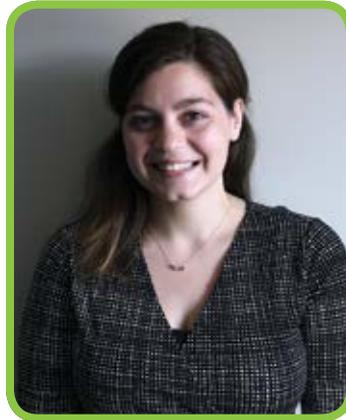
DataFest competitions inspire students (nearly 1,700 in 2016), showing them how statistics can be applied in real life by using real-life data sets.

Financial support helps pay for competition expenses, which keeps student out-of-pocket expenses down.

IMPROVE | Raising the Profile of the Profession

New Science Policy Fellow

As the ASA's first science policy fellow, Amy Nussbaum is increasing advocacy activities through her work, including organizing more meetings with congressional staff, reaching out to the new administration, writing blog posts, attending Commission for Evidence-Based Policymaking meetings, and collaborating with other stakeholder groups.



Amy Nussbaum is the ASA's first science policy fellow.

International Prize in Statistics Award

Sir David Cox was chosen as the 2016 recipient of the International Prize in Statistics, an award that comes with a \$75,000 prize.

Financial support helps strengthen and increase the ASA's efforts to advocate for statistics and statisticians.

EDUCATE | Advancing Statistical Literacy and Public Engagement

This Is Statistics

This campaign elevates statistics as a career and increases interest in applications of statistics in a range of fields. There have been more than 165,002,869 media impressions to date and 500+ students have participated in contests and webinars.

Financial support helps pay for additional contests and webinars, which dramatically increase visits to www.thisisstatistics.org.



The *This Is Statistics* campaign shares stories about statisticians such as Megan Price, Genevera Allen, Roger Peng, Deepak Kumar, Chandra Erdman, Dominique Williams, and Natalie Cheung-Hall.

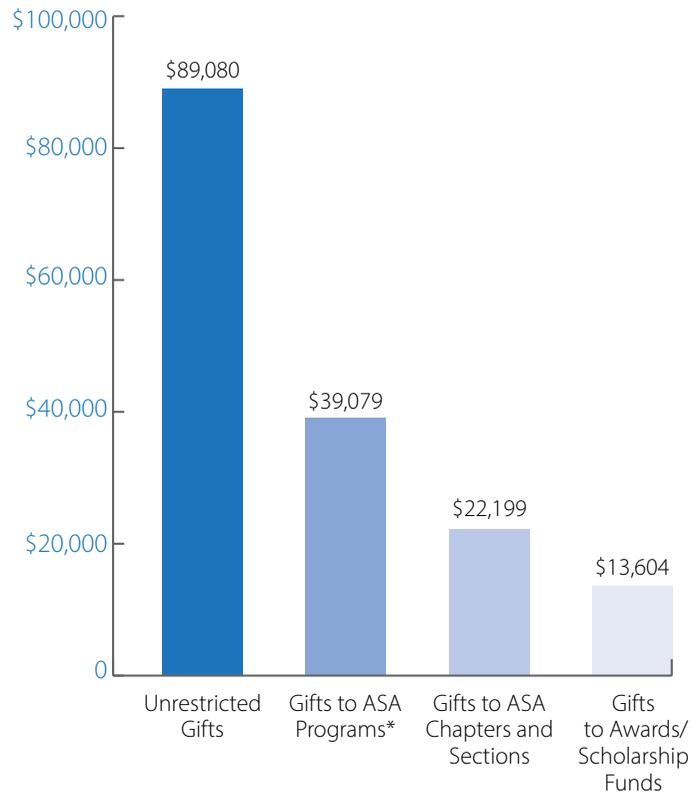


FINANCIAL SNAPSHOT

Every dollar raised through charitable contributions helps offset growing program costs. Your financial support allows these programs to continue to grow and for new programs to be created that meet a need.

CHARITABLE CONTRIBUTIONS FOR 2016

Gifts Total \$163,962



*ASA Programs: Education, Advocacy, Professional Development, Public Statistical Literacy, Other Miscellaneous

Helen Walker
SOCIETY

A special note of thanks to the members of the Helen Walker Society for their commitment and leadership.

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