

# GiveASA

## 2017 STEWARDSHIP REPORT

# Thank you

The programs reflected in this stewardship report show the difference donations to the ASA make in so many important ways. Programs such as the K-12 Educational Ambassador illustrate that

we take seriously our commitment

to bettering statistical education.

Providing travel support

for students to attend

national meetings and helping

new student chapters

get off the ground are nothing

less than an investment in the future

of our profession. The advocacy work we do through activities such as the highly successful

Symposium on Statistical Inference or the new

Count on Stats initiative to instill confidence

in federal statistics reflects how seriously we

view our role in ensuring that statistics best

practices are adopted and the importance of

statistics in everyday life is appreciated. For

your support of these and so many other

endeavors in 2017, we thank you! Your gift is

truly making a difference!



**LISA LAVANGE**  
ASA President

# Helen Walker

## SOCIETY

A special **thank you** goes to members of the Helen Walker Society for their commitment and generosity:

John M. Abowd

Stan Altan

David Banks

Mary Ellen Bock

Patrick Cantwell

Marie Davidian

Richard DeVeaux

Katherine B. Ensor

Varghese George

Arnold Goodman

Susan Harris

Allen Heller

Tim and Bev  
Hesterberg

Borko Jovanovic

Daniel Kasprzyk

Elizabeth Kelly

Arthur Kennickell

Thian S. Kheoh

Michael Kutner

Mary Kwasny

James Landwehr

Lisa LaVange

Cynthia Long

Madhuchhanda  
Mazumdar

David Moore

David Morganstein

Sally Morton

Jeri and Edward  
Mulrow

Vijayan N. Nair

William Notz

Barry Nussbaum

Robert O'Neill

Van L. Parsons

Paula Roberson

Robert Rodriguez

James L. Rosenberger

John Sall

Richard Scheaffer

Fritz and Elizabeth  
Scheuren

Dolores Silva Smith

William and  
Patricia Smith

Steven Snapinn

Anonymous  
Google Statisticians

Jessica Utts

Ron and Sherry  
Wasserstein

Linda J. Young

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I was thrilled when ASA President Lisa LaVange asked me to serve as the Development Committee chair beginning in 2018. As a longtime ASA member and Fellow,



I am ready to give back to the association that has done so much for me. Also, I would be remiss if I didn't acknowledge the huge contribution Jim Landwehr made over the past six years serving as the committee chair, along with many dedicated committee members and ASA staff. Jim deserves much recognition for his leadership, which contributed to the visible growth we have seen.

Naturally, I did some research on what this position would entail, what work had been done already, and what I thought I could bring to the table. The ASA is the largest community of statisticians in the world, with 19,000 members serving in industry, government, and academia in more than 90 countries. But even with successful engagement, our historical donation rate has been surprisingly low—less than 5% of our membership, which peaked at 4% in 2017. I am delighted that so many members give, but I also believe we can do better.

A goal of the Development Committee is to inspire more of our fellow members to give by communicating the impact of donations, ranging from advocacy to education. I would ask you as an ASA member and donor (if you already are) to help spread the word and encourage giving among your peers. There are many giving opportunities; you can read about them at [www.amstat.org/giving](http://www.amstat.org/giving).

I hope you feel proud, as I do, to be part of a professional association that is giving so much—not only to its members, but also to society. When I learned about all the ASA is doing now compared to even 10 years ago, I was astonished and humbled. I am so happy to be serving the ASA in this capacity, because I believe we can build on our collective success and do so much more. You will see some of these successes highlighted in this report. Every one of us has a different reason to give, but, together, we are making a statement that says we believe statistics is vital to the future world of possibilities for many generations to come.

**FRANK SHEN**

2018 Development Committee Chair

### MISSION STATEMENT

Promoting the practice and profession of statistics

### VISION STATEMENT

A world that relies on data and statistical thinking to drive discovery and inform decisions

### DEVELOPMENT COMMITTEE MEMBERS

Frank Shen (2018 Chair)

James Landwehr (2012–2017 Chair)

Michael Hardin

Mani Lakshminarayanan

Madhuchhanda Mazumdar

Sally Morton

Steven Snapinn

Amarjot Kaur

# GiveASA

## 2017 PROGRAM HIGHLIGHTS: GIVING IN ACTION



*“Invitations are being extended for the ambassador to present at conferences, professional development workshops, and in schools. It has been rewarding to see the development of new collaborations between the ASA and these organizations and societies.”*

**CHRISTINE FRANKLIN**

### EDUCATE

#### K-12 EDUCATIONAL AMBASSADOR CONTINUES TO ADVOCATE FOR STATISTICS EDUCATION

Thanks to your donations, the K-12 Statistical Ambassador was able to present best practices in statistics education at national meetings, co-author the statistics and probability section in the book *Catalyzing Change* (due out this year), and work with high-school teachers in small hands-on workshops. K-12 Statistical Ambassador Christine Franklin is making a huge difference in the quality of statistics education students are receiving, and you make this possible.

**Your donations help offset program costs, allowing Christine to travel to more locations and deliver talks advocating for statistics education and provide teacher training workshops.**

#### CONNECTING, CHALLENGING, AND ADVISING STUDENT MEMBERS ACROSS THE COUNTRY



**Members of the Vanderbilt Student Chapter**

With your support, the number of ASA student chapters continues to grow exponentially. There are currently 67 ASA student chapters across North America. Your donations provide resources so chapters can have local events and build their memberships.

ASA DataFest competitions continue to be a popular way to engage with students, as well. This year, around 2,400 students and 50 institutions participated.

**These are just two examples of how your donations help connect, challenge, and advise young statistics students. Thank you!**

### GROW

#### GIVING STUDENTS AND EARLY-CAREER STATISTICIANS THE CHANCE TO ATTEND ASA CONFERENCES

Having the opportunity to attend an ASA meeting or conference is a huge benefit for any statistician, but can be especially helpful to students and early-career statisticians. Unfortunately, travel and registration



**Samantha Montag, right, 2017 Lester R. Curtin Award winner**

fees can be overwhelming for these individuals. Thanks to the generosity of so many donors, the ASA Student and Early Career Travel Fund was established to help offset these costs.

**Your support allowed the award to be established, and your future support will bring more mentoring, networking, and professional development opportunities to these aspiring young statisticians.**

#### EDUCATIONAL AMBASSADOR PROGRAM ADVANCES ASA, INTERNATIONAL COLLABORATION

Educational ambassadors—like 2017 Ambassador Honore Mitonga Kabwebwe, senior lecturer at



**Kabwebwe**

Windhoek, Namibia—are given the opportunity to attend JSM and take part in continuing education courses focusing on an emerging area of research important to their country and region. The ambassador also receives full ASA membership for one year.

Each ambassador creates educational opportunities and materials for their home country. Through these endeavors, the impact of the program is multiplied and extended far beyond the individual.

**Donations not only give ambassadors the opportunity to attend JSM, but they also enable them give back to their home countries and develop statistical knowledge there.**

## ENGAGE

### NEW OUTREACH CAMPAIGN SHOWS FEDERAL STATISTICS AS ESSENTIAL



The Count on Stats public outreach campaign, launched early in 2018, will defend the federal statistical system by enhancing awareness of the importance, reliability, and trustworthiness of government data. Count on Stats is designed to elevate public discourse about government data and the value of the system.

**Your donations allowed the ASA to quickly respond to this issue by building and launching a campaign.**

### MORE THAN 8,000 STUDENTS USED STATISTICS TO HELP MAKE COMMUNITIES SAFER

The ASA teamed up with the Police Data Initiative—a Police Foundation initiative—to provide students with data sets from the Baltimore, Cincinnati, and Seattle police departments for the Police Data Challenge. High-school and undergraduate students from across North America demonstrated their statistical and data visualization skills while making recommendations for enhanced public safety.

The ASA's *ThisIsStatistics* public outreach campaign focuses on increasing student interest in pursuing degrees and careers in statistics through contests such as the Police Data Challenge, videos, quizzes, and other engaging content. A goal for this campaign is to show students how cool statistics is and the many career possibilities it provides.

**Your financial support allows us to create new content, reach more students, and open minds to new opportunities provided by statistics.**

## ADVOCATE

### SYMPOSIUM ON STATISTICAL INFERENCE MAKES HISTORY

Following up on the historic ASA statement on  $p$ -values and statistical significance, the ASA hosted the Symposium on Statistical Inference in Bethesda, Maryland. The conference, which took place October 11–13, was a huge success, with more than 400 participants energized by inspiring presentations and ample opportunities for discussion.



**The Sense About Science panel discussion at the 2017 Symposium on Statistical Inference**

**Registration fees and corporate sponsorships did not cover all the costs for the Symposium on Statistical Inference. Your donations helped cover the remaining expenses for this groundbreaking event.**

## FINANCIAL SNAPSHOT

Membership dues help support basic ASA operation. Every dollar raised through charitable contributions in addition to dues helps offset the growing costs of important program activities.

Your financial support allows these programs to continue and new ones to be created when a need arises.

Below is a summary of charitable contributions for 2017



\*Education, Advocacy, Professional Development, Public Statistical Literacy, Other Misc.