

2020 ASA Stewardship Report

*Thank you*

**GiveASA** ASA 

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The ASA is creating a world in which data are responsibly managed, analyzed, and better understood.

Supporting Student Travel Award Winners such as Steven Lawrence



Your gifts are:

**GROWING** the next generation of statisticians and data scientists

Improving **EDUCATION** by providing teachers with engaging and quality resources

**ADVOCATING** for statistically sound decision-making

**ENGAGING** the public and media in the vital role of statistics

Teaching statistics in high school—Chris Franklin



Advocating at a national level—Suzanne Jeth, Tom Snyder, Chirsty Talbot



Showing journalists how to communicate quantitative information—Regina Nuzzo



## A Message from the ASA Executive Director

When I was hired as the ASA's executive director, one of my first charges was the creation of a development program. The ASA Board of Directors already recognized it was vital to create new sources of revenue in support of our mission. In my 12+ years at the ASA, the importance of statistics and data science has only continued its rise.

The ASA is critical to the future of statistics, and we play an important role in the development of the future leaders of our field. Our work is extensive—providing K–12 teachers with the resources needed to educate a new generation of statistically literate citizens; creating and sharing knowledge that allows the general public to better understand and interpret data; and advocating for policy decisions based on sound statistical practice.

Traditional sources of revenue, like dues, only cover a portion of these crucial programs. We are so grateful to our generous members who help sustain them. Thank you for your support of the ASA and for being part of our vision for the future.



Ron Wasserstein,  
ASA Executive Director





ASA GivesBack is launched.

36 members

participate in the ASA Leadership Challenge.



3,000 students

participate in ASA DataFests.

members raise

\$5,000

for the ASA Student and Early Career Travel Fund.



Thanks to the [ICHPS] travel award, I was able to meet drivers of statistics in public health, gain deep career and methodological insight, and share my research with colleagues and professionals.”

– Steven Lawrence  
Columbia University



# GROWTH

## REGINA NUZZO

Senior Advisor for Statistics Communication and Media Innovation works with:

Wired

NPR's

Marketplace

PBS News Hour

Scientific American

Science News

Nature

The

Times-Picayune

The New Orleans Advocate

The Atlanta Journal-Constitution

Medscape

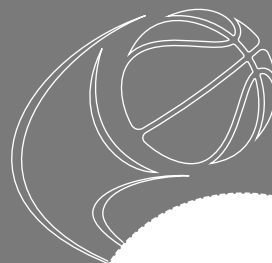
SciLine

Shorenstein

Center on

Media, Politics, and Public Policy

Author of *Ingredients*



367 teams

participate in Statsketball tournament.

55 teams

enter Fall Data Challenge.



# ENGAGEMENT



Students enter 278 projects

in ASA Project Competition.



Students enter

2,000 posters

in Data Visualization Poster Competition.



## CHRIS FRANKLIN

K-12 Educational

Ambassador conducts 7 workshops, presents at 8 conferences, serves on 4 committees, and visits 10 high schools.

# EDUCATION



Advocacy efforts in 2019 helped result in a \$13 million budget increase for the Bureau of Labor Statistics and the retention of 76 critical USDA Economic Research Service positions in the DC area.”

– Steve Pierson, ASA



500+ members

join Count on Stats LinkedIn group.

NEWS

4 op-eds

appear in national news outlets.

40+ advocacy letters

and statements sent and posted online.

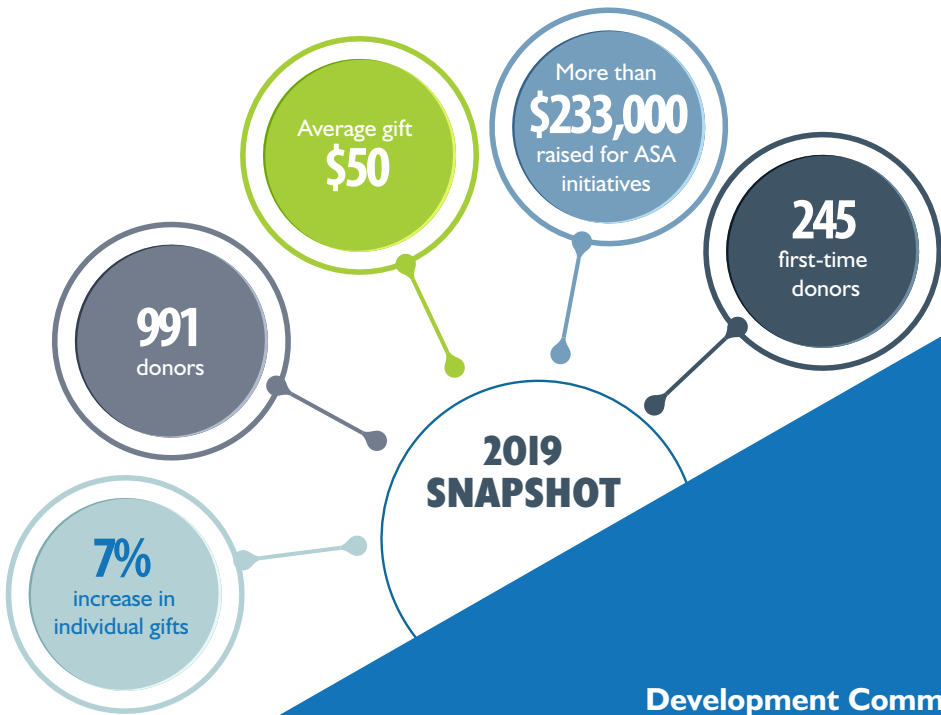


ASA members attend 100 congressional meetings.

# ADVOCACY

## Why the ASA?

The ASA is the only major organization in the country focused on improving the quality of statistics education at all levels—helping people have a better understanding of data that affects every-day decisions—and cultivating the next generation of leaders in statistics and data science. With your help, we can achieve our vision of a world in which data are responsibly managed, analyzed, and better understood.



### Development Committee

C. Frank Shen, *Chair*

Mary J. Kwasny

Ruixiao Lu

Robert Mason

Madhu Mazumdar

Barry Nussbaum

Miles Ott

Steven Snapinn

Dooti Roy, *ASA*

*GivesBack Representative*

## Questions?

Contact **Amanda Malloy** at [amanda@amstat.org](mailto:amanda@amstat.org).

Visit [www.amstat.org/giving](http://www.amstat.org/giving) to learn more.