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

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 DeVaux  
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
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.

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.

F R A N K  S H E N
2018 Development Committee Chair

DEVELOPMENT COMMITTEE MEMBERS
Frank Shen (2018 Chair) Madhuchhanda Mazumdar
James Landwehr (2012–2017 Chair) Sally Morton
Michael Hardin Steven Snapinn
Mani Lakshminarayanan Amarjot Kaur

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
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

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 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 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 to give back to their home countries and develop statistical knowledge there.
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

- **$106,717.57** Unrestricted Gifts
- **$75,533.95** Gifts to ASA Programs*
- **$5,399** Gifts to ASA Chapters and Sections
- **$37,105** Gifts to Awards/Scholarship Funds

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

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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.

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.

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

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