

GiveASA

2018 STEWARDSHIP REPORT

Thank you

Thank you to everyone who helped make 2018 such a landmark year for the ASA! As you will see in this report, **more than \$230,000 was raised in total from about 930 donors.** Your donations and involvement are helping the ASA continue to grow and make a difference for teachers, students, our society, and the next generation of statistical leaders.



Shen

The ASA's first Giving Day was held October 19 and kicked off live at the Women in Statistics and Data Science conference in Cincinnati, Ohio. Our goal with ASA Giving Day was to bring the ASA's story to more members and show them the work being done to improve statistics education, increase public statistical literacy, advocate for the profession, and cultivate the next generation of leaders.



Malloy

More than 280 members (85 first-time donors) **contributed in**

excess of \$50,000, plus the ASA Board of Directors matched the first \$30,000, which brought the total to more than \$80,000! This has already gone a long way toward sustaining and growing ASA programs.

This year, we will strive to bring you more stories of impact, so you can see how far your donations go. The ASA is an amazing organization to be part of because of members and donors like you who demonstrate their commitment to the field by supporting education, advocacy, and statistical thinking that drives discovery and informs decisions. Thank you for your part in making this another record-breaking year. **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 world of possibilities and will be for many generations to come.**

FRANK SHEN
Development Committee Chair

AMANDA MALLOY
ASA Director of Development

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

MISSION STATEMENT
Promoting the practice and profession of statistics

GiveASA

2018 PROGRAM HIGHLIGHTS: GIVING IN ACTION

EDUCATE: IMPROVING STATISTICS EDUCATION AT ALL LEVELS



Students participate in a hackathon at The George Washington University in April 2018.

Student Chapters on the Rise

Your donations helped fund the growth of student chapters across the country.

Since 2014, ASA student chapters have grown from 30 to about 80, with nearly 1,000 student chapter members in total.

Other student chapter activities have included outreach to local schools (middle or high); supporting and participating in ASA DataFests; outreach to organizations and companies that hire

statisticians and data scientists to invite speakers to events and plan tours of workplaces; and hosting mini-conferences and workshops.

We are seeing many members going on to be successful early-career statisticians and ASA leaders.

There is so much value in the ASA student chapters, and donations go a long way to support their growth.

Discover, Do, Develop

Students followed nurse's example at the inaugural Florence Nightingale Day.

In collaboration with the Caucus for Women in Statistics, Florence Nightingale (FN) Day 2018 encouraged middle- and high-school students and their teachers to **discover** the opportunities for careers in statistics and data science, **do** activities with data, and **develop** connections.

Students and teachers at sites at The Ohio State University in Columbus and Clark Middle School in Athens, Georgia, were welcomed by Lisa LaVange and Wendy Martinez via livestream. A graduate-student panel from North Carolina State University's Labor Labs also participated via livestream and shared advice.



Students discover opportunities for careers in statistics and data science during Florence Nightingale Day.

Your donations help cover event expenses for participating schools. For more information, contact Donna LaLonde, ASA director of strategic initiatives and outreach, at DonnaL@amstat.org.

GROW: CULTIVATING THE NEXT GENERATION OF LEADERS



Students meet at JSM 2018 to discuss the Leadership Challenge with 2018 ASA President Lisa LaVange.

Leadership Institute Leadership Challenge

The Leadership Institute engages students and cultivates future leaders of the ASA and the statistics and data science professions.

The Leadership Challenge, one facet of Lisa LaVange's Leadership Institute initiative, was officially kicked off at JSM in Vancouver. Fifteen students representing chapters around the country formed three teams that will compete in this year's challenge, which is to develop a business plan to help the ASA increase the diversity and breadth of membership. Each plan will include a membership campaign to recruit and retain student and early-career members.

Representatives from each team will attend the April 2019 Board of Directors meeting at the ASA office in Alexandria, Virginia, to present their solution. The winning team's solution will be selected for implementation, and each member of that team will receive a \$500 travel award to attend an ASA meeting of their choice.

This is a great example of a program made possible by the increasing level of financial support from members. Your donations allow us to implement programs like this that engage students while benefitting the association!

Student and Early-Career Travel Awards

Your donations helped students and early-career statisticians attend ASA meetings.

Thanks to the generous donations from so many members like you, five travel awards were offered to student and early-career statisticians so they could attend meetings such as the Conference on Statistical Practice and the Women in Statistics and Data Science

Conference. These ASA student and early-career travel awards are possible *only* through donations from members.

These scholarships are 100% funded by contributions and, without continuing support, there will not be enough money to award future scholarships. On behalf of the ASA, students, and early-career statisticians, thank you for supporting these awards.

ENGAGE: HELPING THE PUBLIC AND GOVERNMENT HAVE A BETTER UNDERSTANDING OF STATISTICS AND DATA SCIENCE

ThisIsStatistics

This outreach initiative shows students, parents, and educators what careers in statistics and data science look like.

Now entering its fifth year, this public relations campaign is one way the ASA is ensuring there are enough qualified candidates entering the workforce. Although the number of degrees earned in statistics and related fields is increasing, so is demand. *ThisIsStatistics*'s goal is to show students how many "cool" jobs are out there and to give parents, teachers, and counselors the tools to engage their students.



Sudipta Roy, University of St. Francis, discusses why everyone should study statistics in one of *ThisIsStatistics*' YouTube videos.

In 2018, donations helped fund programs like the annual Statsketball competition and Public Health Data

Challenge. They also helped fund the production of videos such as "Why Students Need Statistical Literacy."

Count on Stats Shows Importance of Government Statistics

In 2018, the Count on Stats public relations campaign was launched to be a strong, independent, and nonpartisan voice in support of the federal statistical system.

Count on Stats communicates the importance, integrity, and trustworthiness of government data and ensures no attack on the federal statistical agencies and their work goes unanswered. Since its launch, the campaign has drawn attention to important issues such as the following:

- Economic Research Service and National Institute of Food and Agriculture relocation
- Census citizenship questions
- Statistical agency funding
- Evidence-based policymaking and data infrastructure



ADVOCATE: ADVOCATING FOR THE PROFESSION AND THE PROPER USE OF STATISTICS

Daniel Elchert is the ASA's science policy fellow and has hit the ground running since coming on board last year.

"... My work as a science policy fellow has focused on raising the profile of federal statistics in policymaking. As an example, I've advocated to stop the relocation and realignment of the Economic Research Service, which is a principal federal statistical agency housed within the US Department of Agriculture. This advocacy involved coordinating several dozen meetings with members of congress and their staffs, helping to organize letters with subject-matter experts, and speaking on behalf of the ASA at relevant meetings like the Coalition for the National Science Foundation. From these experiences, I've learned that, due to our training, statisticians are uniquely positioned to promote evidence-based policies that support the betterment of society."

Donations to the ASA's advocacy program help fund programs such as the science policy fellowship, which increases our "boots on the ground" on Capitol Hill and allows more work to be done. At any given time, there are multiple



Daniel Elchert is the ASA's current science policy fellow.

issues the ASA is actively tracking and advocating for.

To keep up with the latest issues, visit the Science Policy webpage on www.amstat.org.

GiveASA

FINANCIAL SNAPSHOT

Membership dues help support basic ASA operation, but every dollar donated furthers other important programs and activities. Your financial support helps these programs grow and allows for the creation of new programs.

IN 2018, the ASA received funds from **921 DONORS**, which represents **5% OF ASA MEMBERS.**

Those donations came to a **TOTAL OF \$224,000.**

\$38,000 was donated to **awards and scholarships.**



\$153,000 in donations were unrestricted.

\$32,000 was donated to **ASA programs**, including statistical literacy, education advocacy, and professional development.

\$10,000 was donated to **chapters and sections.**

The Helen Walker Society grew to

75 MEMBERS. 

A NEW WAY TO GIVE!

The ASA's new monthly donor program gives you the option to sign up for automatic monthly donations. There are a few reasons to do this, including the following:

- You don't have to remember to donate! Your credit or debit card is charged once per month for the amount you choose. You can always increase, decrease, pause, or stop your donation at any time.
- You can give more over time than you may be able to all at once. A \$10 monthly donation is \$120 per year, which could help fund a student chapter or pay for two teachers to attend Meeting Within a Meeting!
- Monthly donations help the ASA plan better and know how much funding is available when budgeting for programs.

For details, contact amanda@amstat.org. Sign up today at www.amstat.org/giving.

DEVELOPMENT COMMITTEE MEMBERS

Frank Shen, *2018 Chair*

Michael Hardin

Amarjot Kaur

Mary Kwasny (*incoming in 2019*)

Mani Lakshminarayanan

Madhuchhanda Mazumdar

Sally Morton

Barry Nussbaum (*incoming in 2019*)

Steven Snapinn