



2009-2010 Annual Report



We believe in the power of education.

Organizational Description

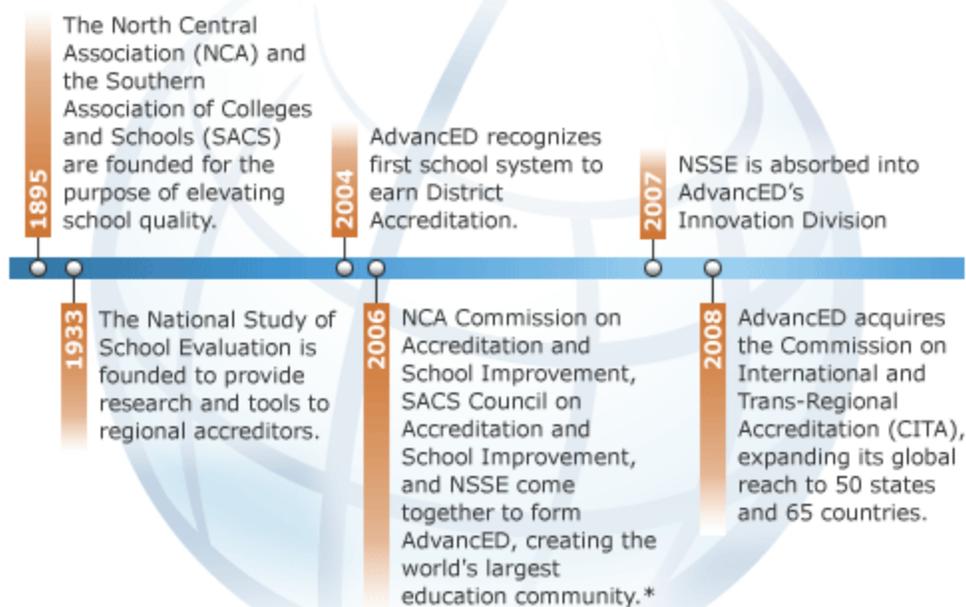
AdvancED, the authority on education quality, is the world's largest accrediting and school improvement organization. We currently serve and engage more than 27,000 public and private schools across the United States and in 69 countries, educating over 16 million students. The AdvancED name may be new, but it is built upon a 100-year commitment to raising the quality of education. Today we are furthering this commitment through a combination of accreditation, knowledge management, school improvement, educational technologies, product innovation, professional learning and research. Through our two accrediting divisions, North Central Association Commission on Accreditation and School Improvement (NCA CASI) and the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), we are able to create a comprehensive network of support and technical assistance.

The AdvancED quality standards are reflected first and foremost in our global accreditation system. The AdvancED Standards and Accreditation Process help schools, districts and education providers continuously improve through a clear and systematic program of evaluation and external review; a protocol embraced around the world. And while AdvancED is the premier accreditation organization, accreditation is only one facet of our expertise. We are the knowledge leader in school improvement practices, helping schools and districts navigate the process of school improvement.

In serving thousands of schools, we continuously accumulate a wealth of invaluable information, positioning AdvancED as the world's largest purveyor of quality data. As a result, we have the capacity to:

- Study the effects of accreditation
- Share best practices
- Develop innovative research-based products
- Provide extensive stakeholder perception data

AdvancED History



*NCA CASI and SACS CASI are accreditation divisions of AdvancED

AdvancED also offers an array of innovative products and services including surveys, publications, and professional consulting to support both accreditation and school improvement, helping educational institutions create an experience that can drive student preparedness. As global leaders in our field, we have a unique opportunity to shape the practice of teaching and learning and assure quality education worldwide. We believe in the power of education.

A Message from Mark A. Elgart



AdvancED is positioning itself for the future—the future of students, schools, and education. Our organization realized a very productive and impactful year for 2009-2010 as evidenced in the growth of District Accreditation and interest in school improvement. We also made significant progress with our strategic priorities for the year. Although there is no priority of ours higher than advancing excellence in education worldwide, we have established strategic priorities that undoubtedly will help our organization achieve that end goal.

As I reflect back upon our priorities and the strides we have made, three key indicators really highlight our achievements and our mark on education in the 2009-2010 school year: **improvement, impact, and influence.**

For the 2009-2010 school year, we implemented significant changes to support and enhance our effectiveness in serving our clients. We sought to **improve** our Accreditation Management System and transform it into a knowledge management system. One of the key enhancements included the development of ASSIST (Adaptive System of School Improvement Support Tools). ASSIST will broaden and sharpen thinking about school improvement, performance, and accreditation. Through ASSIST, many of the requirements, duties, and functions of effective school leadership and compliance are brought together into on single seamless tool that collects and integrates the data. In the coming year, we will complete the first three phases of development of ASSIST and launch this innovative resource to our accredited institutions.

This year, AdvancED sought to help education providers of all types make an **impact** through accreditation and school improvement. As a result of our commitment to helping our schools and school systems see systematic and systemic gains and improvements in their operation, we saw a steady growth in our accreditation and school improvement services. In fact 165 school districts were granted District Accreditation and 590 schools, four corporations, and an Educational Service Agency were awarded initial accreditation. By serving educational providers of all types, from traditional schools to distance learning providers, serving all ages of students from toddlers to adults, AdvancED's expertise and knowledge uniquely places the organization in the position to make a significant impact on education.

Finally, AdvancED positioned itself to **influence** legislation by acting as a voice for education at the state and national levels. We met with legislators and their staff to bring our expertise and knowledge to inform the reauthorization process for NCLB (No Child Left Behind) or ESEA (Elementary and Secondary Education Act). During the 2009-2010 year, we were active in building relationships in support of common advocacy efforts. We hosted, in collaboration with Education Counsel, a convening of thought leaders and key constituents to help us shape and support our policy advocacy. Also, AdvancED was instrumental in working with the state of Georgia to develop landmark legislation that gives Georgia the most comprehensive school board reform legislation in the nation.

AdvancED is committed to a multifaceted approach to promoting excellence in education that establishes us as the thought leader in our field. We are focused on shaping educational policy and strengthening learning practices worldwide. We recognize that as global leaders in our field, we have a responsibility to inform the practice of teaching and learning. We have a responsibility to ensure each and every student receives a quality education. We could not realize our vision without the unwavering dedication of our Board of Trustees, staff, and more than 18,000 volunteers in the field.

Institutions that achieve AdvancED Accreditation commit to continuous improvement and helping every student succeed. They too bring our vision to life and demonstrate the power of education to transform the life of child.

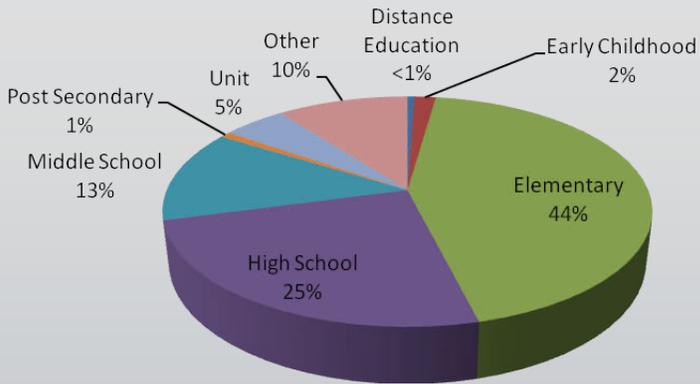
Mark A. Elgart

Mark A. Elgart, Ed.D.
President/Chief Executive Officer
AdvancED

AdvancED Growth

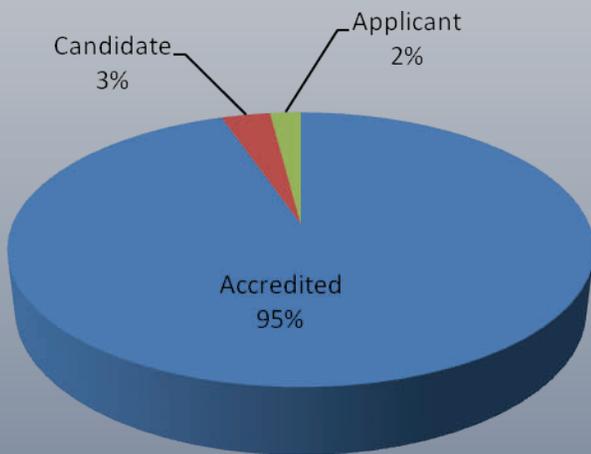
Total Accredited, Candidate & Applicant Schools

23,917*



New Schools since July 2009

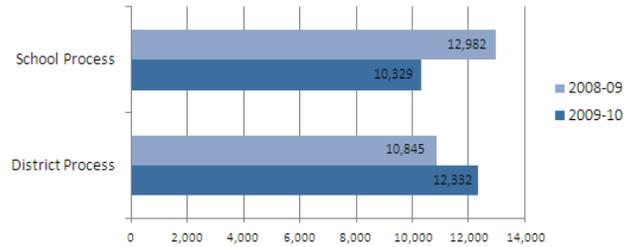
1,369



Total Students Served By Institutions within AdvancED

16,289,802

Schools Accredited Through the District vs. School Process



Demographic of Current Applicant Institutions

	School Process	District Process
Schools	334	144
Districts		58

*Note: We currently serve more than 27,000 institutions, which includes 3,000 schools engaged in school improvement but not yet accredited.

2009-2010 Activities and Accomplishments

The 2009-2010 school year was AdvancED's year to lead the way assisting education providers in focusing on achieving the benefits of accreditation and school improvement. In an effort to accomplish this task we made strategic decisions that resulted in the following accomplishments:

Improvement

- **Recognized** by DoDEA as their quality control framework for accreditation and school improvement using our Knowledge Management Systems
- **Developed** the content, architecture, and strategic marketing plan for ASSIST
- **Drafted** initial updates for the revamping of school and district standards
- **Restructured** the Standards Assessment Report to a Self Assessment with focus questions and rubrics to provide more powerful analytic tools to our schools/districts
- **Implemented** the Lead Evaluator program for the District Quality Assurance Review process



Impact

- **Integrated** all CITA schools and corporations into the AdvancED network
- **Increased** the number of dioceses pursuing District Accreditation
- **Experienced** a significant increase in districts pursuing District Accreditation
- **Grew** the number of types of education providers seeking accreditation

Influence

- **Crafted** and presented policy briefings on Accountability 2.0 to congressional members, United States Department Of Education (USDOE), White House staff, and state education policy leaders
- **Provided** expertise and support to Georgia school board reform legislation that was enacted in the spring
- **Modified** existing California policy to include all regional accrediting agencies for their A-G program study approval

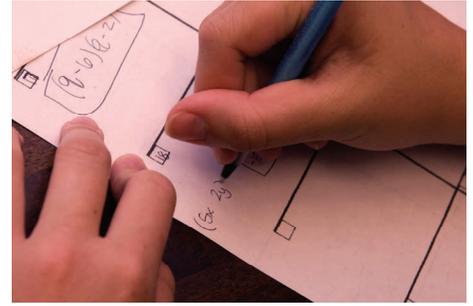


Financial Summary

Through prudent expenditures and steady growth in accreditation and professional development, we exceeded our budgeted revenue and finished the year with positive operating income. Some of our other accomplishments in the financial area included:

- Received a clean audit opinion
- Improved numerous internal processes, all geared to streamlining our operation and improving the delivery of services to our clients, employees, and others
- Added several internal control measures
- Streamlined reporting of financial results internally

As a non-profit organization, all income is invested back into the operation to provide enhancements to products and services and support for AdvancED schools and districts. AdvancED takes great pride in being able to leverage its size, expertise, and dedicated staff to deliver cutting-edge accreditation and school improvement services to our clients throughout the United States and in 69 countries.



2010-2011 Outlook

During the 2010-2011 school year we will continue to focus on our strategic priorities, which include focusing our efforts on:

- **Introducing** the next generation of Accreditation Standards, supporting materials, processes, and training that will guide the work of schools and districts throughout the AdvancED Network
- **Continuing** to focus on operational excellence within AdvancED by developing and enacting systems and processes that improve the work of the organization for the benefit of those we serve
- **Enhancing** professional learning globally by building state-of-the-art professional learning opportunities worldwide
- **Continuing** the development and implementation of ASSIST for use by all accredited schools and districts
- **Tailoring** and customizing our accreditation and school improvement resources for a variety of education providers



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