



## 2008-2009 Annual Report



Advancing Excellence in Education Worldwide

---

---

## Letter from the President/CEO

AdvancED, the authority on education organizational effectiveness, 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 65 countries, educating nearly 15 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.



The AdvancED mark of quality not only ensures, but is synonymous with excellence in education. Our 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. We not only help schools navigate the process of school improvement, we maximize the effectiveness of their efforts. AdvancED systems and tools probe internal and external perspectives, each critical to powerful 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.

AdvancED also offers an array of innovative products and services including surveys, publications, and professional consulting through our worldwide network of offices 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.

In the 2008-2009 school year, we continued to progress in our journey as a new organization as well as make significant strides in all facets of our work. Through the dedication of the Board of Trustees and the hard work of AdvancED staff and thousands of volunteers, we have continued a steady growth in Catholic diocese, school and district accreditation. In 2008-09 we also accredited our first Educational Service Agencies. Our accreditation process is designed to evaluate all types of educational entities around the world on a common set of standards that impact student achievement, creating a framework for a consistent global accreditation process. Additionally, AdvancED is becoming a knowledge leader in education by providing online resources, publications, and surveys designed to support schools and districts in improving organizational effectiveness and increasing student achievement.

In our first unified school and district satisfaction survey, we learned that the top reasons schools and districts choose to be accredited are:

- External Quality Assurance Review
- District/School Improvement Process and Services
- Internationally Recognized Standard of Quality

Over 93 percent of survey respondents believe that meeting AdvancED Standards makes their school/district better, and 83 percent of you are satisfied with your experience with AdvancED.

We are pleased to share this year's Annual Report with you. During 2008-09 we expanded our service, reached out globally, and grew our products and services, all while striving to offer an exceptional experience for our schools and districts around the world.

### Expanded Service

In March 2008, we hosted our first unified conference for both NCA CASI and SACS CASI. This conference was dedicated to those educators who are committed to influencing the future of learning and to ensuring student preparedness for tomorrow's world.

---

---

The *AdvancED Source* publication was launched with a practitioner-focused content that reaches more than 27,000 schools and districts, as well as educational leaders from across the United States and throughout the world.

AdvancED released the findings from a research study entitled, *re: Learning from Accreditation*, which examined schools' perspectives on the impact of accreditation on school improvement. The report included significant attributes of the accreditation process and its impact on a school's improvement efforts as well as meaningful and thoughtful recommendations for improvement.

For the first time, AdvancED presented national and international AdvancED awards to recognize outstanding educators during our 2009 AdvancED Conference.

Continuing our service to our 27,000 public and private schools and districts through updates to our training and the accreditation management system on an ongoing basis helped ensure consistent delivery of accreditation and a positive experience for educators.

### **Global Reach**

The integration of CITA schools has allowed us to expand our Accreditation Division globally to 65 countries worldwide. We hosted the first AdvancED Global Conference in May 2009 in Shanghai, China, during which we strengthened our network and resources and built valuable relationships with other global educational governmental and related organizations.

AdvancED also provided leadership to the accreditation community through the convening of the International Academy of Educational Accreditors, a forum and network for educational organizations to discuss and advance accreditation.

### **New Products**

AdvancED successfully launched several resources on Early Childhood and Catholic Identity, as well as the AdvancED Online Store.

Additionally, we continued our partnership with the Michigan Department of Education, providing all schools in Michigan with an online resource for tracking their state and accreditation requirements and progress in school improvement.

In the school and district satisfaction survey mentioned above, respondents also shared their desire for more tools and resources to guide them through the accreditation process. Through our own commitment to continuous improvement, in the coming year, you can expect to see additional training opportunities, evidence rubrics in the Standard Assessment Report, continued resources for preparing for the Quality Assurance Review, and greater technical support.

These accomplishments could not have been completed without the dedication and commitment of school leaders, volunteers, and AdvancED staff to helping educational institutions improve student learning around the world. Your contribution of time and expertise are recognized and greatly appreciated by many. As we embark on the 2009-2010 school year, I look forward to our continued strides to becoming the leader in advancing excellence in education worldwide. Thank you for your support of AdvancED and your commitment to school improvement and student success.

Sincerely,



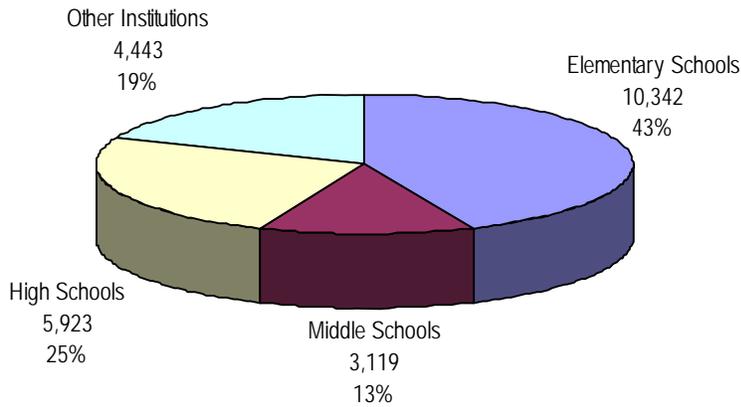
Mark A. Elgart, Ed.D.  
President/CEO AdvancED

---

---

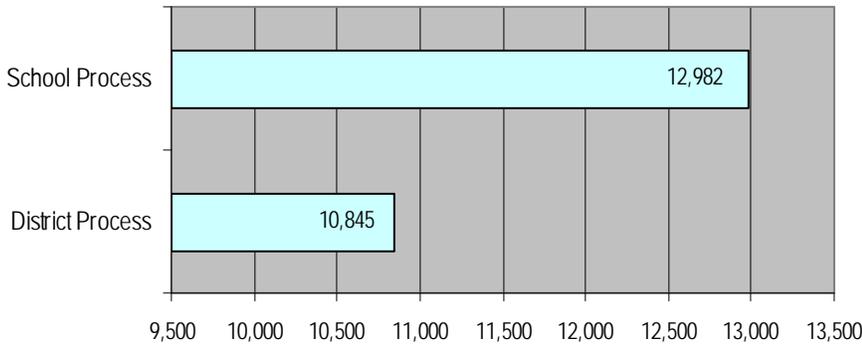
**2008-2009  
AdvancED Network**

**Total Accredited, Candidate, & Applicant Schools: 23,827**



New Schools since July 2008  
**448**

**Count of Schools Accredited Through the District vs. School Process**



Total Students Served by  
Institutions within the AdvancED Network  
**15,984,704**



---

## **Activities and Accomplishments 2008-09**

### **National and International Voice on Education Quality**

- Released our first impact study, *re: Learning from Accreditation*.
- Supported the work of the Georgia Commission on School Board Excellence and participated in related task forces, think tanks, and standard development teams.
- Engaged in informal but ongoing outreach and education discussions at the state level with state department and legislative policy makers.
- Produced the video introduction to AdvancED.
- Launched national/international AdvancED awards to recognize outstanding educators.

### **Global Accreditation System**

- Implemented the Accreditation Progress Report.
- Increased the number of certified chairs to over 3,000.
- Integrated CITA into the Accreditation Division.
- Implemented a streamlined accreditation fee structure that more accurately reflects our costs and business model.
- Developed the architecture to support the public access to school/district Standard Assessment and Quality Assurance Review Reports.
- Provided leadership to the accreditation community through the convening of the International Academy of Educational Accreditors.

### **Innovative Practices and Research**

- Added over 2,000 practices to the AdvancED Resource Network.
- Launched new resources on Early Childhood and Catholic Identity.
- Hosted the first AdvancED Conference.
- Hosted the AdvancED Global Conference.
- Launched the new *AdvancED Source*.
- Launched the AdvancED Online Store.
- Refined and added to the products and services for the Michigan Department of Education.
- Created and disseminated the AdvancED school improvement brochure.
- Developed the framework for the ASSIST program.

### **Operational Excellence**

- Hosted the first AdvancED All Staff meeting.
- Restructured the budget to reflect our unified organization and worked to realign the finance/human resources department to improve timeliness and accuracy.
- Implemented numerous accreditation system updates to improve functionality, user-interface, and other factors.
- Hosted regular accreditation system users' webinars/call-ins for ongoing support and improvement.
- Launched the first AdvancED customer satisfaction survey to schools/districts.
- Began the process to purchase land and build a new office building for the organization.

## **Financial Summary**

AdvancED again received a clean audit for the 2008-09 fiscal year, with no reportable findings. While AdvancED's investment portfolio lost value – as did many companies' investments last year – tight cost controls allowed AdvancED to post an excess of revenues over expenses for accreditation, school improvement, and supporting services. These funds were invested back into the organization to provide enhancements to services and support for AdvancED schools and districts. AdvancED takes great pride in being able to leverage its size and unique organization to very efficiently deliver outstanding accreditation and school improvement services to our many thousands of clients throughout the world.

---

---

## Board of Trustees

**Dr. Benny Gooden, Chair**  
Superintendent  
Fort Smith Public Schools  
Fort Smith, AR

**Sister Camille Anne Campbell, Vice Chair**  
President/Principal  
Mount Carmel Academy  
New Orleans, LA

**Mr. Tom Richardson**  
Vice President  
Melior, Inc.  
Birmingham, AL

**Ms. Judy Catchpole**  
CEO Catchpole Enterprises  
Former State Superintendent of Schools, WY  
Cheyenne, WY

**Dr. Jay Cummings**  
Dean, College of Education  
Texas Southern University  
Houston, TX

**Mr. Peter Jernberg**  
Headmaster  
Jackson Academy  
Jackson, MS

**Dr. Monica Martinez**  
Vice President for Education Strategy  
Knowledge Works Foundation  
Cincinnati, OH

**Dr. Lisa McLaughlin**  
Assistant Superintendent  
Western Heights Public Schools  
Oklahoma City, OK

**Mr. Paul Reviere**  
Teacher  
Lincoln Elementary School  
Lincolnton, GA



### New World Headquarters

The continued interest and growth in accreditation and school improvement has necessitated the building of a global headquarters to bring resources and services together for AdvancED. This global home base in Metro Atlanta will help AdvancED assist public and private schools and school districts deliver excellence in education throughout the world. AdvancED's state of the art facility will include a professional development learning center to bring educators together for training and institutes, building their capacity for improving their schools and school systems for the benefit of students.

By November 2009, AdvancED plans to begin construction on its new headquarters in Alpharetta, GA, with a completion date of fall 2010.