



2007-08 Annual Report



Implementing a Global Accreditation System

Letter from the President/CEO

Last year was a year of planning and transition, as we prepared for the launch of the new AdvancED accreditation system. This year, those plans became a reality. Words turned into action and implementation became the focus of the organization.

Through the hard work of AdvancED staff and thousands of volunteers, we implemented the AdvancED global accreditation system with our network of 23,000 schools and districts. Schools and districts began using the AdvancED quality standards, hosting Quality Assurance Reviews led by nationally certified chairs, and reporting through our powerful web-based platform.

Initial feedback from schools and districts indicate strong satisfaction with the new research-based standards, streamlined accreditation process, comprehensive quality assurance review, and high quality team reports. Schools and districts appreciate that the new process is easily customized to their unique needs and missions while maintaining quality and relevancy. These early positive indicators are encouraging as our aim is to provide all of our schools and districts with a high quality accreditation system designed for the rapidly changing needs and demands of the 21st century.

The summary of activities and accomplishments provided in this report reveal that 2007-08 has been a year of tremendous progress. It also has been a year of great learning. As with any change effort (whether small or of the magnitude that we have been engaged), many lessons are learned along the way. As colleagues dedicated to continuous learning (after all, accreditation is at its core a continuous learning process), I would like to share two lessons that we learned that I believe are relevant to all organizations engaged in change and improvement.

First, we learned the importance of purposefully designing processes and structures that support the ability of the organization to function as a system. Having recently unified three organizations (NCA CASI, SACS CASI, and NSSE), we began the year with a mix of internal processes and a combination of organizational structures.



Mark Elgart, Ed.D.
President/CEO

As the year progressed, we tightened departmental structures, clarified roles, developed clearer decision making protocols, and designed systematic processes to support ongoing functions of the organization. These, we realized, were just the first steps. Once in place, we recognized the need for strong and effective cross-department and cross-functional communication and coordination.

We learned that we cannot be great in one area of our work without being great in all areas. To accomplish this requires everyone working as a team. As a result of this learning, we will be implementing new internal structures and processes to develop a tightly connected inter-disciplinary team and to function as a complete system for the benefit of our schools and districts.

Second, we were reminded of the importance of communication – especially internal communication. I emphasize internal communication because I think we are often so focused on making sure our external stakeholders know about our changes that we forget to tell our own people. Our Chief Accreditation Officer frequently tells us that it takes “29 unique repetitions” before a message really takes hold. Repetition is one important component, as is openness and transparency. In both the development and implementation of the new accreditation system, we made a commitment to engage all staff in the

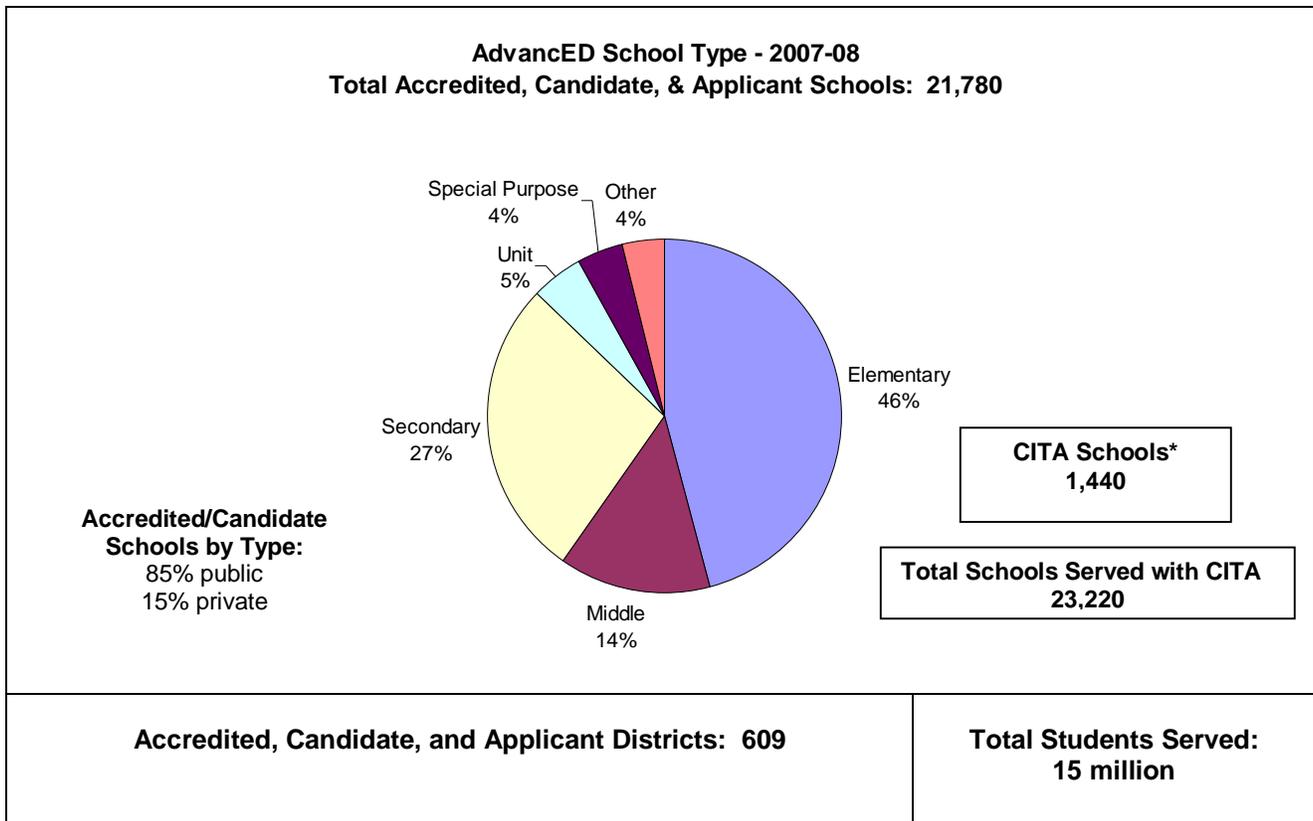
change process, posting planning documents on Web pages for all to view and give feedback, hosting town halls open to all staff, creating an Intranet where staff can access all critical organizational documents, and establishing a bi-monthly internal newsletter. While these mechanisms greatly improved internal communication, we know our work is not done. We will continue to identify new avenues for communicating with and engaging staff across the organization so that we can maximize our effectiveness on your behalf.

As we look to 2008-09, we plan to build on the experiences and lessons learned of this year to ensure even greater success next year and in the years to come. Thank you for your support and dedication to advancing excellence in education worldwide. We are just beginning to tap the potential of our global AdvancED organization. I look forward to shaping our future and furthering our learning together.

Mark A. Elgart

President/CEO, AdvancED

2007-08 Statistics



*CITA is the Commission on International and Trans-Regional Accreditation. AdvancED manages CITA. CITA schools in the SACS CASI and NCA CASI regions are co-accredited by CITA and the respective regional accrediting division.

Activities and Accomplishments 2007-08

Progress

New Accreditation System

- Implemented the AdvancED quality standards and accreditation process with all schools and districts
- Released a range of handbooks and guides to support schools and districts with all elements of the accreditation process
- Launched the AdvancED web-based accreditation management system
- Trained an additional 1,000 team chairs (bringing the total to over 3,000 nationally certified team chairs)
- Hosted over 1,500 school and over 100 district Quality Assurance Reviews

New Accreditation Opportunities

- Launched a systems accreditation process designed specifically for Catholic dioceses
- Piloted an accreditation process for education service agencies

New Ways of Reaching our Network

- Developed e-learning videos and tutorials to educate schools, districts, and review teams about the new accreditation system
- Introduced webinars as an information and training delivery mechanism
- Created resource-rich Web pages designed specifically to support school and district Quality Assurance Review teams

New Resources & Services

- Launched the AdvancED Resource Network, a searchable online repository of best practices, peer-to-peer practices, and resources and tools focused on continuous improvement
- Launched the Michigan Online School Improvement and Accountability Resource in which all schools in the state submit their state required reports through AdvancED's web-based reporting system (this project is part of a partnership with the Michigan Department of Education)

Growth & Change

- Initiated acquisition discussions with the Board of Directors of the Commission on International and Trans-Regional Schools (CITA), with August 2008 targeted for approval of the acquisition (the acquisition would expand the number and types of education providers using the AdvancED accreditation process)
- Closed the National Study of School Evaluation offices in Schaumburg, Illinois, moved the functions to the AdvancED offices in Georgia, and created the AdvancED Innovation Division



Connections

- Reconstituted the International Academy of Educational Accreditors which serves as a forum for accreditation agencies from around the world to convene for the purpose of discussing and advancing the work of accreditation
- Strengthened existing and initiated new relationships with state departments of education
- Served on a range of state advisory commissions and committees, including the Georgia Commission on School Board Excellence, where we assisted in developing principles for effective school board governance
- Participated on the boards of the Knowledge Alliance and National Council for the Accreditation of Teacher Education
- Strengthened partnerships with state and national organizations, including Measured Progress and the Mid Continent Research for Education and Learning

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Financial Summary

AdvancED received a clean audit for 2007-08 with no reportable findings. This was the first year of unified financials for the organization. As a result, the financials show transfers of assets and other necessary inter-company accounting that are not reflective of normal operating financial activity.

AdvancED posted positive net revenue at year end, and these funds were invested back into the organization to provide enhancements to services and support for AdvancED schools and districts.



AdvancED

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