Table of Contents

03 National Board of Directors
03 Headquarters Information
04 Mission, Purpose, and History
05 President's Message
06 Executive Director's Message
07 Recognition and Awards
08 Donors, Corporate Members, Sponsors, and Funded Projects
08 Membership
09 Committees
10 Financials
2019 National Board of Directors

**President**
Ty Oehrtman, MS, MCHES, FASHA
Washington State Department of Health
Olympia, WA

**Vice President**
Kayce Solar Williams, PhD, MPH, MS
University of Houston
Houston, TX

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Successful Healthy Children
Wyoming, OH

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Texas A&M University
College Station, TX

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Sarah C. Helton
Michael Best Strategies
Falls Church, VA

**Chair of Professional Development**
Steven Goodwin, MS, PhD, FASHA
University of Delaware
Newark, DE

**Networking Communities Liaison**
Sean Slade, MEd
ASCD
Alexandria, VA

**Chair of Research & Publications**
Michael Mann, PhD
WVU - School of Public Health
Morgantown, WV

**Co-Chairs of Leadership & Recognition**
Ellen Essick, PhD
North Carolina Department of Public Instruction
Raleigh, NC

**ASHA School Violence Taskforce**
Sharon Murray, MHSE, FASHA
University of Colorado
Boulder, CO

**Independent Member**
Alec Fraser, JD
Michael Best & Friedrick, LLP
Milwaukee, WI

**Headquarters Staff**
Jeanie Alter, PhD, MA, MCHES, FASHA
Executive Director

Kaitlyn Celis, BS,
Membership Services Manager

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**Headquarters Information**
Indiana University
School of Public Health
Prevention Insights

**Headquarters Location**
501 N Morton St, Suite 110
Bloomington, IN 47404

**Headquarters Contact**
Phone: 202-854-1721
Email: info@ashaweb.org
Website: www.ashaweb.org
The mission of the American School Health Association (ASHA) is to transform all schools into places where every student learns and thrives. ASHA envisions healthy students who learn and achieve in safe and healthy environments nurtured by caring adults functioning within coordinated school and community support systems. The Association is a multidisciplinary organization of administrators, counselors, dietitians, nutritionists, health educators, physical educators, psychologist, school health coordinators, school nurses, school physicians, and social workers.

For more than 90 years, ASHA has advocated for quality school health programs for every child. ASHA proudly serves as the only multidisciplinary national membership organization supporting a coordinated and collaborative approach to school health. ASHA was founded at the annual meeting of the American Public Health Association (APHA) on October 27, 1927. Known then as the American Association of School Physicians, the new organization’s first president was William A. Howe, MD. Interest in the association grew so rapidly that in 1936, it opened its membership to all professionals interested in promoting school health, and the organization officially became the American School Health Association.
Dear Fellow School Health Champion,

When I joined the Board of Directors 10 years ago, ASHA was at the verge of a significant downturn. We had seen several consecutive years of losses in membership and revenue. Changes in our staff and a relocation of our national headquarters left the organization without a clear vision for forward momentum. Budgetary constraints made it difficult to plan a clear path forward. ASHA’s future was far from certain, and much change was ahead.

As we enter the new decade, we have the opportunity to reflect on our past and report on our progress. I am pleased to share that ASHA weathered the storm well. We navigated challenges gracefully, and today ASHA is a stronger and more powerful force for school health than ever before. Over the past two years ASHA successfully transitioned to a new staffing model, articulated a clear vision, defined a strategic framework, identified new and more reliable revenue streams, invested in future growth, and reinforced our foundation. We enter 2020 well positioned to continue our mission to transform all schools into places where every student learns and thrives. Together, we will continue our work to LEAD, EDUCATE, and ACTIVATE school health champions across the country.

Serving on the ASHA Board for the last decade was one of the greatest honors of my life. I am grateful for each and every person reading this message. The countless ASHA members, volunteers, donors, allies, staff, and other champions along with your passion for healthy schools, and successful students are the reason for ASHA’s continued prosperity.

Sincerely,

Ty J. Oehrtman, MS, MCHES, FASHA
Board President, 2018-2019
A Message From ASHA Executive Director Jeanie Alter

Thank you to all of the terrific volunteers who have helped us make tremendous progress in such a short time. As we toward 2020, we expect all great things for ASHA!

The American School Health Association has enjoyed a year of great introspection and success. Led by ASHA’s President, Ty Oehrtman, ASHA sought to become a more diverse association – one that represents the students that we serve and the ways we serve them. In addition, ASHA continued work on its school violence prevention initiative.

ASHA has begun to reap some of the seeds we've sown. Key accomplishments for 2019 include:

- Increased membership in an environment where professional associations are losing members.
- Increased the social media presence and followers.
- Enhanced staff capacity.
- Initiated cost-savings measures (e.g., decreased administrative costs).
- Increased CE offerings and revenue.
- Enhanced member benefits.
- Secured two grants.
- Realized a substantial surplus.
- Began building reserves.

Though the Association built capacity in 2019, there are areas of enhancement to work toward in 2020 including:

- More consistent messaging across social media, web, and newsletter.
- Focus on member recruitment, engagement, and retention.
- Continued work on diversity and school violence initiatives.
Recognition & Awards

The American School Health Association (ASHA) aspires to **LEAD**, **EDUCATE**, and **ACTIVATE** multidisciplinary school health professionals and other champions as they work in their communities across the country to implement our mission to **transform all schools into places where every student learns and thrives**.

At our core is a belief that the involvement of individuals with diverse perspectives, lived experiences, and professional lenses creates a stronger, healthier school community. As such, ASHA encourages the recognition of school health professionals and champions from different backgrounds and with different perspectives. Each year we invite nominations in the spirit of inclusivity where all forms of diversity are seen as valuable.

ASHA was pleased to honor the following individuals at the Awards Luncheon in Cincinnati, OH in October 2019 for their contributions to school health.

**William A. Howe Award**  
David Birch, PhD

**Distinguished Service Award**  
Marjorie Cole, MSN, RN, FASHA

**Outstanding School Health Researcher Award**  
Michael Mann, PhD

**School Health Professional of the Year Award**  
Theresa Guerriere, PhD

**Whole School, Whole Community, Whole Child (WSCC) Award**  
Buffalo Public Schools  
Stanfield Elementary Schools

**Dr. Robert Synovitz Emerging Professional Award**  
Dr. Leigh Szucs

**ASHA Fellows**

Cathy Ramstetter  
Wendy Sellers  
Elizabeth Whitney
ASHA is grateful for the support we’ve received this past year from our generous donors, grantors and corporate members.

**Conference Sponsors**

- **Children’s Hospital • St. Louis**
- **Wiley**

**Funded Projects**

- **Robert Wood Johnson Foundation ($78,896)** - To help support the dissemination of knowledge and lessons learned from the implementation of the Whole School, Whole Community, Whole Child (WSCC) model funded by the Robert Wood Johnson Foundation (RWJF), the American School Health Association prepared, published and disseminated a special issue of the 2020 Journal of School Health. This issue highlighted the outcomes of the Together for Healthy and Successful Schools cohort funded by RWJF.

- **Anthem, Inc ($12,300)** - In collaboration with the National PTA, Ericka’s Lighthouse, and Jet Blue, ASHA developed a free e-tool kit of free and helpful depression awareness and suicide prevention programs and resources.

**Membership**

ASHA’s multidisciplinary membership includes individuals whose primary focus or interest is in PreK-12 school health programs. This includes teachers; nurses and physicians; counselors, psychologists and social workers; and district and school administrators working in PreK-12 public and private schools. ASHA members also work in colleges and universities preparing professionals for school health positions and conducting critical school health research. ASHA also draws its membership from public and community health agencies; local, state and federal education organizations; and healthcare providers as well as other education and health stakeholders.
Committees

**Advocacy & Coalitions**
Chair Sarah C Helton
Jeanie Alter
Melissa Boguslawski
Hannah M. Bourg
Eric Conrad
Noah S. Drew
Lisa Greathouse
David Kobel
Ty J. Oehrtman
Erik Peterson
Alex Simko
Jo Ellen Tarallo
Cheryl Lake Weatherford
Megan Marie Weemer

**Leadership & Recognition**
Co-Chairs
Ellen Essick
Lisa Meadows
Jeanie Alter
Caitlin Holden
Skye Lochlyn McDonald
Ty J. Oehrtman
Brittany L. Rosen
Meagan Shipley
Elizabeth Ann Whitney
Keith J. Zullig

**Networking Communities**
Liaison Sean Slade
Jeanie Alter
Sarah Blanton
Marjorie E. Cole
Kathy Finley
Brooke R Harris
Ty J. Oehrtman

**Professional Development**
Chair Steven Goodwin
Jeanie Alter
Nora E. Gelperin
Amelia Huelskamp
Tiereny Lloyd
Ty J. Oehrtman
Larry K. Olsen
Heather Rhodes-Newburn
Karin Richards
Susanne Schmal
Mary Beth Szydlowski
Krisha Thiagarajah
Treece Timmon

**Research & Publications**
Chair Michael Mann
Jeanie Alter
Sheila Abebe
Anna M. Aragon
Bethany Ann Bell
David A. Birch
Hannah Priest Catalano
Shay M. Daily
Virginia Jones Dodd
Christine Marie Fisher
Bonni C. Hodges
Alicia Hoke
Matt Hutchins
Tijani Mao
Rahul Mehra
Sulianie Mertus
Stephanie Neff
Ty J. Oehrtman
Larry K. Olsen
Rosemary Catherine Reilly-Chammat
Rachel Sadlon
Brandon Stratford
Leigh E. Szucs
Lindsay Taliaferro

**School Violence Taskforce**
Chair Sharon Murray
Jeanie Alter
Jeffrey K. Clark
Lloyd J. Kolbe
David K. Lohrman
Linda L. Morse
Ty L. Oehrtman
Larry K. Olsen
David C. Wiley
**Financials**

**Statement of Activities**
For the years ended December 31, 2018 and 2019

### Revenue and Support

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$77,777</td>
<td>$67,250</td>
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<tr>
<td>Corporate sponsorships</td>
<td>$7,200</td>
<td>$24,420</td>
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<tr>
<td>Corporate partnerships</td>
<td>-</td>
<td>$1,200</td>
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<tr>
<td>Memberships</td>
<td>$67,156</td>
<td>$59,914</td>
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<tr>
<td>Conference registration fees</td>
<td>$99,241</td>
<td>$103,001</td>
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<tr>
<td>Conference exhibitor fees</td>
<td>$24,100</td>
<td>$48,941</td>
</tr>
<tr>
<td>Publications</td>
<td>$136,798</td>
<td>$90,476</td>
</tr>
<tr>
<td>Other Income</td>
<td>$21,348</td>
<td>$30,192</td>
</tr>
<tr>
<td>Investment income</td>
<td>($3,866)</td>
<td>$37,825</td>
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<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$429,754</strong></td>
<td><strong>$463,219</strong></td>
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</table>

### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Conference</td>
<td>$189,326</td>
<td>$202,451</td>
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<tr>
<td>Memberships</td>
<td>$19,139</td>
<td>$37,441</td>
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<tr>
<td>Education and publications</td>
<td>$43,983</td>
<td>$51,854</td>
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<tr>
<td>Management and general</td>
<td>$143,947</td>
<td>$99,501</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$396,395</strong></td>
<td><strong>$391,247</strong></td>
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</table>

### Change In Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Net Assets - Beginning of Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>$3,646</td>
<td>$40,871</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>$104,081</td>
<td>$100,215</td>
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<tr>
<td>Donor-restricted endowment funds</td>
<td>$113,000</td>
<td>$113,000</td>
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<tr>
<td><strong>Net Assets - End of Year</strong></td>
<td><strong>$254,086</strong></td>
<td><strong>$326,058</strong></td>
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</table>
ASHA supports the development of students and is grateful to Mallory Caron, Indiana University graduate student, for lending her graphic design skills for this report.