AATSP Executive Director
Final Annual Report
(2018-2023)

Sheri Spaine Long, PhD
Executive Director
105th AATSP Annual Conference
Saturday, June 25 & Tuesday, June 27, 2023
Salamanca, Spain
Executive Director Responsibilities*

- Advocate for the teaching of Spanish & Portuguese
- Promote AATSP & its programs
- Represent AATSP at events & meetings
- Represent AATSP on boards & committees
- Negotiate, sign, & manage collaborations
- Hire & negotiate employment contracts
- Negotiate & supervise vendor contracts
- Oversee all AATSP programs & activities
- Oversee AATSP office(s) & staff
- Oversee all AATSP financial & legal matters

*Duties from AATSP Bylaws
Executive Director Service, Reflection, & Highlights

• Developed Mission & Values Driven Association
• Reversed Pandemic Membership Attrition
• Promoted Engagement & Programming
• Increased Development, Collaborations, & Sponsorships
• Streamlined Administration
• Delivered Financial Wellness & Transparency
Mission & Values Driven Association through Governance to Advocacy

UPDATED PUBLIC IMAGE

• Launched new logo(s) & rebranding

• Adopted, published, & implemented AATSP’s [Values]

• Adopted, published, & implemented AATSP [DEI, Inclusivity, & Code of Conduct] statements
AATSP Membership Goal is On-Track

REVERSED PANDEMIC MEMBERSHIP ATTRITION

2019 pre-pandemic headcount 10,184+
2021 membership low point 9,174+
2023 on-track to 10,000 members by year’s end
Membership Engagement & Programming

• Increased PD programming such as webinars & livestreams (e.g., SoBL, Colombia, Salamanca)
• Curated free thematic materials (e.g., Teaching & Learning Resources page, see Inclusivity, Careers)
• Promoted subpages on social media platforms to increase engagement (e.g., 9-12 Secondary FB page)
• Reported 5% growth in % of members voting in AATSP elections (since 2019)
• Founded and implemented new national language weeks (NTSW & NTPW)
Advocacy & Engagement

National Teach Spanish Week
(last week of September)

National Teach Portuguese Week
(first week of November)
Membership Engagement: The Conference

A vibrant annual conference is the marker of a healthy association with engaged members.

Pandemic Years: Atlanta, GA (2021) & San Juan, PR (2022)

AATSP’s largest conference in two decades:
105th AATSP Annual Conference in Salamanca, Spain (2023)
• Registrants & Co-Registrants: 1,000+
• Received 565 proposals & scheduled 450+ sessions & events
• Sponsorships* = $42,000.+

*Does not include in-kind support.
Increasing Collaborations (2022-23)

**New MOUs***
- Asociación para la Enseñanza del Español como Lengua Extranjera (ASELE)
- Asociación de Centros de Lenguas en la Enseñanza Superior (ACLES)
- Cuidad de Salamanca Idioma
- Junta de Castilla y León
- Xperitas

**Standing MOUs**
- Asociación Enseñanza Bilingüe
- Avant Assessment
- Embajada de España
- New Mexico State University
- The Pulsera Project
- Sigma Delta Pi
- Universidad de Salamanca

*MOU=Memorandum of Understanding*
Development & Awards

2022 DONATIONS

• $250,000. (semi-restricted)
• $8,100. (misc. donations)

Total $258,100.

2023 AWARDS & SCHOLARSHIPS (AATSP, NSE, SHH, & SHA)

Who? Educators & Students
What? Educational Travel, Conference Scholarships, Research Award, Other Recognitions

Total $301,000.
Streamlined AATSP Administration

• Unified all personnel as AATSP staff to promote teamwork
• Simplified accounts & contracts under AATSP umbrella to produce cost savings
• Reorganized finances from multiple banks & investment accounts into singular entities to result in better oversight
• Combined all operations into one budget to provide efficient overview
• Hired The Charity CFO (TMMG) to support ongoing accounting services sans interruption & provide professional, industry-standard accounting
Financial Wellness & Transparency

PANDEMIC CRISIS 2020-2021

Provided stewardship by procuring nearly $300,000. from US government support programs (PPP, ERC)*

RESULTS 2020 to present

Avoided staff layoffs and continued operations to support educators

*PPP = Payroll Protection Program & ERC = Employee Retention Credits
Expanded Financial Reserves

Contributions
• $500,000. from cash reserves (2023)
• $244,000. from Marilynn Pavlik Bequeath (2022)

Investment Account Goal: Reinvest returns for future corpus to support scholarship programs
AATSP Year-End Financial Summary 2022*

2022 Revenue $1,792,928.
2022 Expense $1,668,711.
Revenue of Excess of Expense $ 124,217.
Total Assets as of Dec. 31, 2022 $3,811,703.

(Total Assets as of Dec. 31, 2017 $2,583,204.)

Go to aatsp.org to read the complete financial report.

*Per independent accountant’s review report (Sigler Accounting)
Obrigada! ¡Gracias! Thank you!

• Succeeded due to the dedication of AATSP Board of Directors, AATSP Staff, and countless AATSP Members
• 42\textsuperscript{nd} year as an AATSP member
• Served 13 years on the AATSP Board of Directors
• Will remain on Board of Directors as Executive Director Emerita through June 30, 2024, per AATSP Bylaws

It has been an honor to serve the AATSP. Thank you for the amazing support!