



AIMING
TO HEAL

2023 FISCAL YEAR
ANNUAL REPORT
OCT. 1, 2022 - SEPT. 30, 2023

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Dear ASRT Members:

Teamwork is an essential part of any successful organization. For the American Society of Radiologic Technologists, it's an attribute we take very seriously. Our members, Board of Directors, affiliates and staff work together to ensure ASRT meets its mission to advance and elevate the medical imaging and radiation therapy profession and to enhance the quality and safety of patient care. Our work is essential to our members and their patients, and we've highlighted those initiatives in this fiscal year 2023 annual report.

FY23 was very successful for ASRT. In addition to new educational products, top-notch governance practices and effective advocacy programs, a new CEO took the reins, we launched the Patient Shielding Task Force and the ASRT staff doubled down on its efforts to provide members with outstanding services.

Our staff's work is incredibly important because we continuously strive to provide the tools, services and support members need to excel in their careers. Our No. 1 priority is our members because, without them, ASRT wouldn't be the organization it is today.

Within this annual report you'll find statistics and facts about a variety of projects and initiatives we managed in FY23. The report provides an overview of what we worked on and how the projects benefited our members.

We're honored to present this annual report and are certain you'll be proud of everything it represents. Thank you for taking a moment to appreciate the ASRT staff's hard work, determination and dedication to a truly remarkable profession.

Sincerely,



Melissa B. Pergola, Ed.D., R.T.(R)(M), FASRT, CAE
CEO and Executive Director

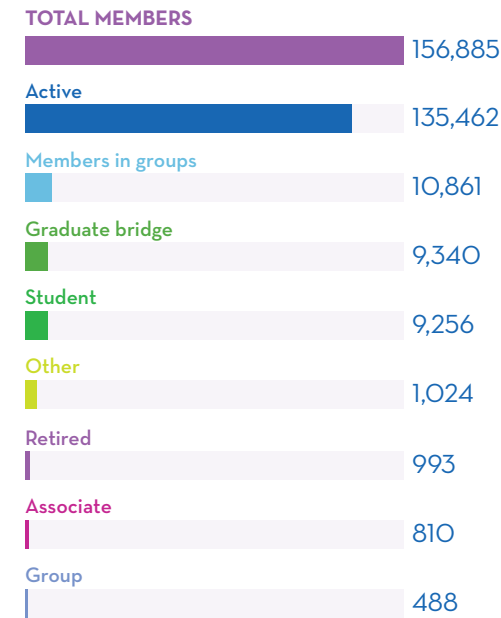


Brandon A. Smith, M.B.A., M.S.R.S., R.T.(R)(VI), CIIP
President

WORKING TOGETHER, WE AIM TO HEAL

We strive to be an indispensable resource for the nation's medical imaging and radiation therapy professionals, working with our members to advance and elevate the profession and enhance the quality and safety of patient care.

SOLID MEMBERSHIP



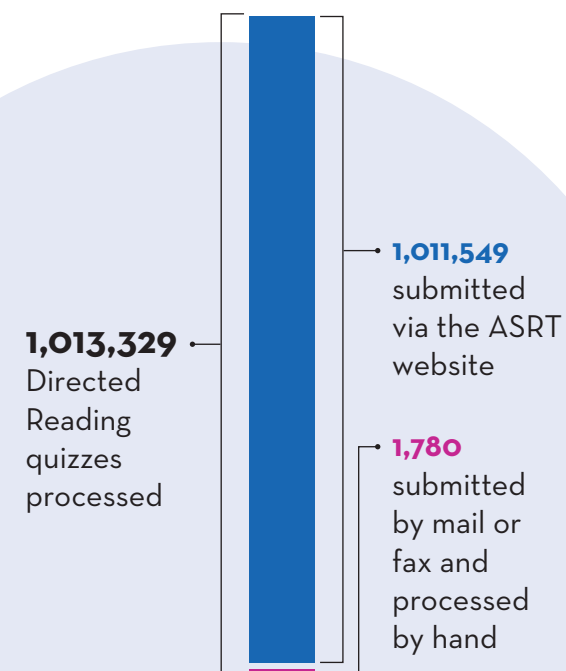
ANNUAL RETENTION

86.42%

ANNUAL NET GROWTH

.06%

CONTINUING EDUCATION ACTIVITY



ONLINE CE LIBRARY

The CE Library has **more than 600 continuing education courses**, including Directed Readings, articles and webcasts in topics covering all disciplines and specialties. ASRT offers three filters to help members find courses that best align with their individual CE needs; "Biennial" for satisfying 12-month state and 24-month requirements, "CQR" to complete an ARRT CE prescription, and "Structured Education" for didactic instruction to prepare for a certification exam.

TOP THREE SELLING PRODUCTS IN FY23



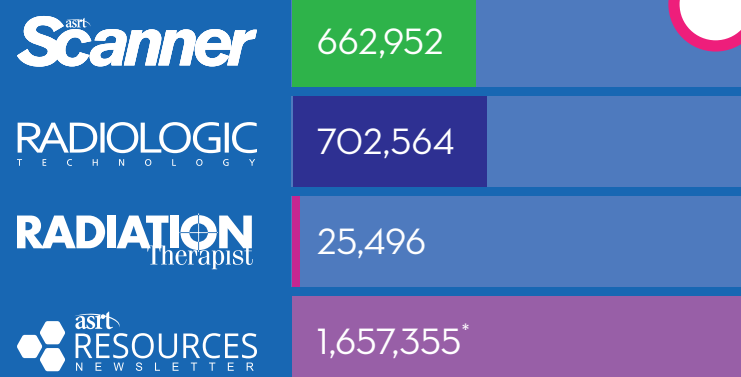
ELITE MEMBER SERVICES

ASRT's Member Services responded to thousands of calls, emails and voicemails in FY23.

50,338 | total inbound contacts
34,498 | calls
14,638 | emails
1,202 | voicemails



MEMBER PUBLICATIONS COPIES PRINTED

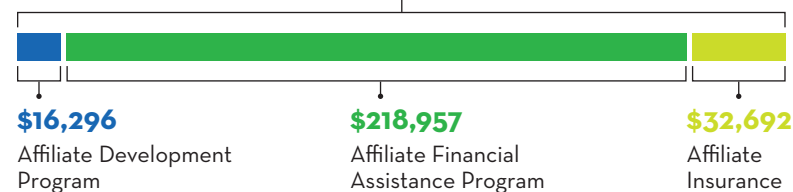


* Number of members reached by monthly emails

GOVERNANCE AND PUBLIC POLICY SUPPORT

Assistance for Affiliates

\$267,945 Total amount distributed to affiliates



ASRT worked on numerous federal and state legislative bills in FY23 and collaborated closely with affiliate societies to monitor and address legislative measures.

	STATE	FEDERAL
"Take Action" emails sent	46,251	2,065
Emails to legislators sent through the Advocacy Action Center	2,668	795
Legislative, regulatory and advocacy bills tracked	303	14

SOCIAL MEDIA AND THE ASRT COMMUNITIES

ASRT maintains an active social media presence, with more than **185,000 followers** across multiple platforms.

Multiple Platforms

- 2** LinkedIn channels
- 3** X (formerly Twitter) channels
- 3** Facebook channels
- 1** Instagram channel
- 1** YouTube channel

Communities

ASRT has 17 Communities for members to participate in discussions covering all radiologic technology disciplines and specialties.

On average, nearly 500 posts are shared on the Communities each month.

ORGANIZATIONAL HIGHLIGHTS

CONTINUING EDUCATION REVIEW

ASRT is a recognized CE Approver for the American Registry of Radiologic Technologists. Activities reviewed and approved by ASRT are awarded Category A or A+ CE credit.

ASRT as a CE Reviewer and Approver

- CE activities reviewed: **9,800**
- CE activities reviewed for affiliates: **789**
- CE sponsors: **606**

ASRT as a CE Tracker and Transferor

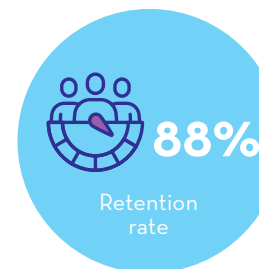
- CE activities tracked into member CE records: **87,819**
- Electronic certificates submitted via mobile app: **16,279**
- Electronic certificates submitted via website: **60,417**

EDUCATIONAL EXPERIENCES FOR ASRT MEMBERS

- 23** people attended the **ASRT Educator Institute**
- 1,579** people attended CE courses at **ASRT conferences**
- 32** volunteers worked on **ASRT curricula**
- 14,353** people attended **ASRT Live webcasts**

The ASRT Diversity Leadership Development Program transitioned to become the **Health Equity Leadership Academy**.

VALUED EMPLOYEES



GIVING BACK

NEW MEXICO ROADRUNNER FOOD BANK

One onsite volunteer event:
14 participants = 56 hours

Online fundraiser:
\$1,874 collected + \$1,874 ASRT match = \$3,749

UNIVERSITY OF NEW MEXICO LOBO CANCER CHALLENGE

29 team members and \$11,065 raised

"SOCKS FOR A CAUSE" EVENT FOR RENO-SPARKS GOSPEL MISSION

More than **600 pairs** of socks donated

AMERICAN RED CROSS

Donations for disaster relief efforts: **\$20,000**

ASRT FOUNDATION

Percentage of employees who give: **71%**



CUTTING-EDGE RESEARCH

FY23 Surveys

- Artificial Intelligence Educator Survey
- Artificial Intelligence Follow-up Survey
- Enrollment Snapshot
- Management Chapter Survey
- Radiation Therapist Reader Survey
- Radiologic Sciences Workplace and Staffing Survey

A STRONGER ASRT FOUNDATION



Positioning to Help Technologists and Students

The ASRT Foundation provides medical imaging and radiation therapy professionals and students with financial support so they can achieve their goals. In FY23, the Foundation gave **192 scholarships and grants**, totaling **\$480,426 in awards**.

	DOLLAR AMOUNT OF AWARDS	NUMBER OF AWARDS
Scholarships	\$362,825	90
Grants	\$52,854	83
Global Outreach	\$64,747	19



Since 1999, the ASRT Foundation Corporate Roundtable has supported Foundation programs.

The ASRT Foundation raised **\$547,283** in member and corporate revenue of all restriction types.



FINANCIAL SUMMARY

The following is a summary of ASRT's financial statements for the fiscal year ending Sept. 30, 2023.

2023 OPERATING REVENUE

Member Related Revenue	
Member dues and fees	18,461,462
Educational merchandise sales	2,156,595
Meetings and workshops	566,141
Subtotal	21,184,198
Other Revenue	
Continuing education fees/requests for approval	702,766
Publications and website	493,829
Affinity partners, royalties, miscellaneous	2,670,119
ASRT Foundation services	291,497
Subtotal	4,158,211
Total Operating Revenue	25,342,409

2023 OPERATING EXPENSES

Mission/Membership Expenses	
People costs	9,009,889
Depreciation/occupancy/other costs	1,696,765
Publications/printing/postage	2,021,148
Professional fees	1,361,780
Organizational support	1,016,502
Support for ASRT Foundation	407,500
Meetings and travel	1,561,674
Subtotal	17,075,258
Mission Support Expenses	
People costs	3,388,525
Organizational support	948,579
Facility and operations	549,441
Professional fees	973,345
Materials/printing/postage	448,191
Meetings and travel	148,170
Subtotal	6,456,251
Total Operating Expenses	23,531,509
Total Surplus/(Loss) from Operations	1,810,900

2023 INVESTMENT RESULTS

Investments	
Interest and dividends	1,810,508
Investment gain/(loss)	6,334,308
Portfolio management services	(305,319)
Total Gain/(Loss) on Investments	7,839,497

2023 COMBINED RESULTS

Operating surplus
1,810,900

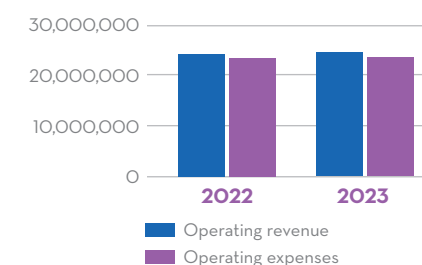
Total Gain/(Loss) on investments
7,839,497

Change in net assets
9,650,397

Net assets at Sept. 30, 2023
68,737,741

Investment portfolio at Sept. 30, 2023
65,072,355

OPERATING RESULTS



NET ASSETS



The information for the association's operations is separated from its investment results. Each year, the ASRT Board of Directors hires an independent CPA firm to audit ASRT's financial statements and related disclosures. Pulakos CPAs completed the fiscal year 2023 audit field work in January 2024 with an unmodified opinion.

The image features a central logo for the American Society of Radiologic Technologists (ASRT) set against a dark blue background. The logo consists of the lowercase letters 'asrt' in a white, serif font, with a small registered trademark symbol (®) to the upper right. Below the letters, the full name 'American Society of Radiologic Technologists' is written in a smaller, white, sans-serif font. The logo is framed by a large, circular, abstract graphic composed of numerous thin, overlapping lines in shades of green, yellow, and blue, creating a sense of motion and depth. Surrounding this central graphic are several solid-colored circles in various sizes and colors, including green, yellow, cyan, blue, and purple. The background is filled with a fine, starry pattern of small white dots and faint, glowing lines, giving it a cosmic or digital feel.

asrt[®]
American Society of
Radiologic Technologists