Dear Friends,

I couldn’t be more proud of the work we do at Ashbrook to educate students, teachers, and citizens about the meaning and significance of America and our founding principles. Personally dedicated by President Ronald Reagan in 1983, the Ashbrook Center at Ashland University has demonstrated an extraordinary track record of success by building and refining a series of high-quality programs that have an impact on teachers, students, and citizens.

This last fiscal year was an exciting one for Ashbrook. Our signature Ashbrook Scholar program continues to foster principled leaders and build upon its reputation as one of the finest programs for undergraduate students in the nation. Our webinars, one-day seminars, weekend colloquia, and TeachingAmericanHistory.org resource website further engage teachers from across the country with the high-quality content and effective teaching methods of Ashbrook and allow us to pursue our purpose on a larger and broader scale. Our luncheons, lectures, and dinner programs that bring in nationally and internationally respected leaders of political thought continue to be a vital aspect of our program. And this year, we are fortunate to share that the most significant driver behind our growth was the launch of our Rediscovering America Initiative, a plan designed to transform the way history is taught by placing an Ashbrook-educated teacher in each of the 35,000 secondary schools across our nation.

I invite you to read our 2014-2015 Annual Report to learn more about this initiative and to find out how you can join our efforts to reinforce the great principles of constitutional self-government upon which this nation was founded.

As always, we thank all of the people and organizations that help us achieve our goals: our Board of Advisors, the faculty, organizations, foundations, and individuals whose generous support and participation directly contribute to our success: we couldn’t do this without you.

Sincerely,

Marvin J. Krinsky
Chairman of the Board

---

Board Members

Marvin J. Krinsky  
Chairman of the Board  
Mansfield, Ohio

Robert D. Alt  
President & CEO  
The Buckeye Institute

William G. Batchelder  
Former Speaker  
Ohio House of Representatives

Roger L. Beckett  
Executive Director  
Ashbrook Center

James Buchwald  
Founder  
Ariel Corporation

Elizabeth Bundy  
Secretary/Treasurer  
Bundy Baking Solutions

David M. Bush  
Former President and CEO  
Adena Corporation

Carlos Campo  
President  
Ashland University

David J. Eichinger  
First Vice-President  
Merrill Lynch

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President  
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Pepperdine University

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Claremont Review of Books

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President  
Kessler Sign Company

William Kristol  
Editor  
The Weekly Standard

Richard Lowry  
Editor  
National Review

Mindy McLaughlin  
Alumni Representative  
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Dustin Ness  
Managing Director  
RBC Capital Markets

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Compass Point Advisors

Thomas B. Whatman  
Bellville, Ohio

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Chairman Emeritus  
(1983 to 1988)

William A. Rusher  
Chairman Emeritus  
(1988 to 1997)

Charles Parton  
Chairman Emeritus  
(1997)

Jean Ashbrook Cromer  
Honorary Member  
Newark, Ohio

David L. Carto  
Emeritus Member  
(2000-2014)

Bill Harris  
Emeritus Member  
(1997-2015)
Dear Friends,

I am excited to share with you the results of Ashbrook’s 2014-15 fiscal year, a year in which the Ashbrook Center experienced great success and growth in our student, teacher, and citizen programs.

Included in this report is an update on the recent and notable accomplishments of the Ashbrook Center this past academic year as well as our 2014-15 fiscal year organizational budget. I invite you to read about the success of our flagship Ashbrook Scholar program, our highly-regarded citizen education programs, and the extension of our message and our mission carried out on a larger scale.

The most notable highlight of the year came in the area of our teacher programs as we received an extraordinary $2.5 million dollar seed grant from Ariel Corporation, which launched our Rediscovering America Initiative. The Initiative’s goal is to put an Ashbrook-educated teacher in each of the nation’s 35,000 secondary schools. To accomplish this, Ashbrook is expanding the number of programs and resources we offer teachers nationwide, including the expansion of our online and on-campus master’s degree program in American History and Government, offering one-day professional development programs and weekend colloquia at historic sites, a series of webinars, as well as developing our online document library and exhibits on TeachingAmericanHistory.org.

The Ashbrook Center is proud to share our growth and future plans. Thanks to the generous support of our donors, Ashbrook takes seriously our commitment to continue the valuable work of educating students, teachers, and citizens about what it means to be an American.

Sincerely,

Roger L. Beckett
Executive Director

---

Ashbrook Center Staff

**Full Time Staff**

- **Roger L. Beckett**
  Executive Director
- **Victoria Hughes**
  Senior Director
- **Jason Ross**
  Senior Director
- **David Tucker**
  Senior Fellow; Associate Director of the Master of Arts in American History and Government (MAHG) program
- **Gordon Lloyd**
  Senior Fellow
- **Chris Pascarella**
  Director of the Master of Arts in American History and Government (MAHG) program
- **Sally Schramm**
  Associate Director of Development
- **Wendell Clark**
  Major Gifts Officer

**Part Time Staff**

- **Christine Gorey**
  Communications Manager
- **Jeremy Gypton**
  Teacher Program Manager
- **Michelle Hubenschmidt**
  Teacher Program Manager
- **Lisa Ormiston**
  Office Manager
- **Ben Kunkel**
  Student Programs Manager
- **Danielle Sunnucks**
  Foundation Development Coordinator
- **Daniel Mitchell**
  Donor Relations Coordinator
- **Michelle Murray**
  Teacher Program Marketing Coordinator
- **Carrie Clever**
  Administrative Coordinator of the Master of Arts in American History and Government (MAHG) program

**Part Time Staff**

- **Melanie Briner**
  Administrative Assistant to Development and Senior Fellows
- **Monica Moser**
  Teacher Program Coordinator

**Jennifer Nixon**
Events Coordinator

**John Moser**
Co-Chair, Master of Arts in American History and Government Program; and Professor of History and Interim Director of the Graduate School, Ashland University

**René Paddags**
Assistant Director, Ashbrook Scholar Program and Assistant Professor of Political Science, Ashland University

**Jeffrey Sikkenga**
Co-Director, Ashbrook Scholar Program; and Professor of Political Science, Ashland University

**Ellen Tucker**
Publications Editor

**Sixteen Student Interns**

During the 2015-16 school year, 29 faculty members from other colleges and universities will teach in the Master of Arts program.
Ashbrook Programs

In 2014-15, the Ashbrook Center experienced great success and growth in our student, teacher, and citizen education programs. Below are a few highlights for Ashbrook’s programs this 2014-15 academic year.

**Students**

- **Online Webinars for high school students:** 34
- **Ashbrook Scholars:** 110
- **302 one-day programs for 35,000 teachers from across the nation.**

**Teachers**

- **241 teachers attended Ashbrook’s residential graduate program.**
- **Ashbrook conducted 19 weekend colloquia at historical sites for 332 teachers.**
- **Rediscovering America Initiative: We have made nearly 2,500 primary source documents searchable by academic standards in all 50 states.**
- **2,500 teachers attended Ashbrook’s residential graduate program.**
- **Six of these were co-sponsored by Liberty Fund with a total attendance of 106 teachers.**
- **Conducted 25 one-day programs for 302 teachers from across the nation.**

**Citizens**

- **Distributed a combined total of 52,500 printed and electronic copies of “50 Core American Documents.”**
- **5 Ashbrook Colloquia for a total of 750 attendees.**
- **2 Major Issues Lecture Series luncheons for 684 students, teachers, and supporters.**
- **2 Memorial Dinners for a total of 1,175 attendees.**
Communications

Ashbrook had a very active communications calendar in 2014-15. Our story was shared nationally in a variety of media outlets. For more information or to read the articles, visit ashbrook.org/news

Opinion-Editorials

Take The Civics Lessons Of James Madison To Heart
Published in:
• Wisconsin State Journal
• Columbus Dispatch

Should High Schools Beef Up Civics Classes? Yes. Students Need Grounding in U.S. Principles
Nationally syndicated:
• 32 articles in 23 states
• 10 radio interviews in 9 states

The End Of U.S. History? National Assessment of Educational Progress (NAEP) Test Scores
• 60 articles in 24 states
• 12 radio interviews in 10 states

Read What The Founding Fathers Had To Say
Published in:
• Pittsburgh Post Gazette
• McKeesport, PA Daily News

Articles & Releases

Lincoln Commentary
Published in:
• Columbus Dispatch

Senator Lamar Alexander receives John M. Ashbrook Award
• 11 TV pickups in 4 states
• Published online and in print 12 times in 2 states

Ohio Senate President Keith Faber speaks at Ashbrook
• 1 TV pickup
• 6 print/online in Ohio

Former Governor Rick Perry to speak at Ashbrook Memorial Dinner
• 2 TV pickups
• 9 print/online pickups in Ohio

Media by State

Ashbrook has received media coverage in 39 states
Ashbrook Center Classroom Webinars

Thanks to funding received from the Hilda E. Bretzlaff Foundation, Ashbrook was able to utilize WebEx virtual classroom technology to deliver our signature discussion-based study of primary source documents to high school students across the country during the 2014-15 school year. A series of hour-long webinars centered on important themes in American history and government allowed students to view and engage in live conversation and discussion with an Ashbrook professor who is an expert in the field. As part of this series of webinars, an important primary source document is selected from 50 Core American Documents, and our faculty partner leads students through a careful reading and discussion of the document. These webinars develop a student’s understanding of our country’s Founding documents and the principles of American constitutional self-government.

At the end of the fiscal year, total attendance in these classroom webinars totaled 829 students. We are grateful to the Bretzlaff Foundation for their continued sponsorship of this series of webinars into the 2015-16 school year.

Ashbrook Academy

As an additional outreach to high school students, we developed the Ashbrook Academy to launch in the 2015-2016 fiscal year. Serious education is about pursuing great questions, and the goal of the Ashbrook Academy is to pursue the most important questions for citizens: namely, “What does it mean to be an American?” To do that, the Academy will immerse students in the study of the ideas and institutions that help form the basis of our American identity.

Ashbrook Scholar Program

For the American experiment in self-government to endure, America’s founding principles must be taught anew to each generation of citizens. Through the use of great books and original historical documents, our signature Ashbrook Scholar program heeds that call.

The Ashbrook Scholar program is a rigorous and top-rated academic program for a select group of undergraduate students majoring or minoring in Political Science or History at Ashland University. Students study the Declaration of Independence and the Constitution, as well as everything from Homer and Aristotle to the Federalist Papers and the speeches and deeds of America’s greatest statesmen, and develop a deep understanding of America’s founding principles. In addition, our students engage in private conversations with each distinguished speaker who visits Ashbrook while they participate in a traditional, liberal-arts education that prepares them for success in any career.
Internships

Internships are a critical part of the Ashbrook Scholar program because they tie together academic studies with practical experience. Ashbrook Scholars are offered the opportunity to intern in a wide variety of organizations including think-tanks, non-profit businesses, national institutions, and in many government offices on the local, state, and national level. This year, in addition to study abroad programs in China and Costa Rica, Ashbrook Scholars participated in internships at The American Council of Trustees and the Alumni, the Heritage Foundation, The Buckeye Institute, the Heretog Foundation, The Institute for World Politics, the offices of Congressman Bob Latta, Congressman Pat Tiberi, and Congresswoman Cathy McMorris Rodgers.

Statesmanship Thesis

To culminate four years of intense study in the undergraduate program, students are required to write and defend a thesis during their senior year. Only 5% of colleges require an undergraduate thesis, and Ashbrook is one of the few college programs in the nation that requires students to orally defend their thesis. These experiences build knowledge, skills, and confidence and teach intellectual practices that strengthen and refresh the students throughout their lives. Each thesis grows from a question of personal importance and draws insightful connections between their studies of history, political thought, and American principles. A few titles from this academic year include: “Discerning Wisdom: A Study of the Wisdom and Faith of King Solomon”; “Not a Killer, Soldier or Subject: Frederick Douglass and American Citizenship”; “A Union Worthy of Saving: An Interpretation of Statesmanship through the Lincoln-Douglass Debates.”

Kayla Toth, an Ashbrook Scholar and intern, exemplifies determination combined with careful preparation for her future. She interned for ten weeks last summer at the Heritage Foundation, handling donor communications and creating 200-word summaries of policy briefings for an online blog. “My experience as an Ashbrook Scholar gave me confidence, and because of my study of American political principles, I feel very prepared for the political world. I really enjoyed the opportunity to apply what I have learned in my Ashbrook classes when discussing important topics. We have to understand where we’re coming from to know where we’re going. I have a firm understanding of what I believe in.”
For more than 25 years, Ashbrook has been committed to offering teachers of American history and government an unmatched range of high-quality content and professional development resources in an effort to provide them with the skills and materials they need to develop the next generation of civic-minded leaders that America needs to preserve liberty.

**Online Resources**

Our broadest outreach is our TeachingAmericanHistory.org (or TAH.org) website. The nation’s leading online resource for teaching and scholarship on the American Founding, the website offers an extensive and growing library of primary source documents (currently near 2,500 documents and resources) related to American history and government. It also contains special interactive exhibits on the Constitutional Convention, Federalist-Antifederalist Debates, Ratification of the Constitution, and the Bill of Rights, designed in conjunction with a leading scholar, to assist teachers in teaching these materials in a way that interests and engages their students.

**Master’s Degree in American History and Government**

Unique in the country, our flagship teacher program, the Master of Arts in American History and Government degree program (MAHG) and its fully online companion, the Master of Arts with a Specialization in Teaching American History and Government (MAS-TAHG), focus on the study of original documents and represent the deepest and most transformative educational experience available to Social Studies teachers. The program’s unique summer and online curriculum, designed around the schedule of a full-time teacher, makes it possible for Ashbrook to supplement the outstanding faculty of Ashland’s own Department of History and Political Science with leading scholars from universities around the nation. This format provides a range of expertise not found in any other master’s program and yields an unrivaled capacity for deepening teachers’ understanding and appreciation of America.

**Rediscovering America**

Through our newly launched Rediscovering America Initiative, Ashbrook is transforming the way American

**Buchwald Summer Fellowship Program**

The heart of the degree program - and of the Ashbrook community - is found in our summer on-campus courses. For this reason, we launched the Buchwald Summer Fellowship program, through which we will give outstanding teachers a scholarship to enable them to join us on campus for a course during the Summer 2015 semester.
history and civics are taught in America’s classrooms by putting an Ashbrook Teacher in every one of the nation’s 35,000 secondary schools. To accomplish this, Ashbrook has expanded the number of programs and resources we offer teachers nationwide and created a specialized fellowship program to introduce additional teachers to our master’s degree program.

MAHG’s online courses extend Ashbrook’s reach by providing the same rich experience found in our summer courses to a vast audience of teachers unable to travel to Ohio each summer. Unlike competing “online” programs that are little more than electronic correspondence courses, Ashbrook’s online courses maintain the discussion-oriented and document-based spirit of the MAHG program by connecting students and faculty via webcams and microphones live and in real-time. The interactive environment of our online courses makes it possible for students to participate in a real discussion without leaving home.

MAHG and MASTAHG give teachers the opportunity to become the scholarly experts their students need to increase their civic literacy. Both programs equip teachers to promote in their students an understanding of the American experience and the critical thinking skills necessary for sustaining a self-governing society.

**Saturday Online Webinars**

Ashbrook conducted ten Saturday Online webinars for teachers this academic year. Without leaving their home, teachers from across the nation connect with leading historians and political scientists in a live online classroom, reading and discussing a set of primary source documents on a central issue in American history.

**Ashbrook Weekend Colloquia at Historic Sites**

Ashbrook proudly offers a series of Weekend Colloquia for American history and government teachers, allowing them to explore in depth the people and ideas they are asked to teach. Colloquia are held at historic sites such as George Washington’s Mount Vernon, Independence Hall in Philadelphia, or James Madison’s Monticello. Participating teachers read a set of primary source documents in advance then travel to a relevant historic site and have in-depth discussions about the words and ideas of America’s Founders, and about how to bring the next generation of citizens into an ongoing American conversation about self-government.

Participants come away from these weekends “once again enthusiastic about teaching” and appreciative of the “career energizing exposure to quality teaching and learning.” For a portion of these weekend colloquia, we work with like-minded organizations to co-sponsor the weekend. This allows a greater variety of audience to truly appreciate and understand our founding in a way that only our signature educational Weekend Colloquia experience can provide.
“Ashbrook offers something far greater than most seminars. We were able to dig deep into the text. This allows me to bring back something different to my classroom and I can enable my students to dig and discover as well.”

Steve Burgos - MAHG Student
Miami, Florida

Kristy Taylor sees American History classes as an opportunity to teach critical thinking skills. In the Spring of 2015, she decided to make Ashbrook’s 50 Core American Documents an integral part of two courses she teaches at Palm Beach State College in South Florida. Using primary documents, she said, has transformed her courses:

“I’ve never seen students engage in discussion and debate like they are now,” she said. “They are reaching a higher level of thinking.” Students work through the primary documents in Ashbrook’s collection “to get a first-person view” of history’s complexity.

Kristy Taylor
Palm Beach State College

“We were trusted in class to drive the conversation. We were trusted to think for ourselves, as opposed to other programs where you’d just be lectured at the whole time. That level of expectation really stays with you and shapes your ability to do that going forward.”

Caitlin Poling - Ashbrook Scholar Alum, ‘08
National Security Advisor
U.S. Senator David Perdue (R-GA)
Ashbrook hosts events inside and outside of Ohio to build relationships with current donors, attract new friends to support our mission, and raise the profile of our organization. During the 2014-15 fiscal year, we held 20 events including two Ashbrook Memorial Dinners. Dr. Ben Carson was the speaker for the fall event, and Governor Rick Perry was the speaker in the spring marking our 30th Ashbrook Memorial Dinner.

**Memorial Dinners**

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 24, 2014</td>
<td>Dr. Ben Carson</td>
<td>August 24, 2014</td>
</tr>
<tr>
<td>April 30, 2015</td>
<td>Governor Rick Perry</td>
<td>April 30, 2015</td>
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**Ashbrook Colloquium**

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
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<tbody>
<tr>
<td>October 10, 2014</td>
<td>David Tucker</td>
<td>“Espionage and Civil Liberties in the Information Age”</td>
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<tr>
<td>October 24, 2014</td>
<td>Martha Bayles</td>
<td>“Bad Selfie: The Impact of Popular Culture on America’s Image Abroad”</td>
</tr>
<tr>
<td>March 20, 2015</td>
<td>Steven Cambone</td>
<td>“Anticipating History: How Well Can China Control Its Destiny”</td>
</tr>
<tr>
<td>April 17, 2015</td>
<td>Don Devine</td>
<td>“Ronald Reagan’s Constitutional Solution”</td>
</tr>
<tr>
<td>April 24, 2015</td>
<td>Lucas Morel</td>
<td>“Lincoln and Liberty: Wisdom for the Ages”</td>
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**Major Issue Lecture Series**

<table>
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<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>March 18, 2015</td>
<td>Douglas Bradburn</td>
<td>March 18, 2015</td>
</tr>
<tr>
<td>April 9, 2015</td>
<td>Keith Faber</td>
<td>April 9, 2015</td>
</tr>
<tr>
<td></td>
<td>President of the Ohio Senate</td>
<td>“Advancing the Principles of Opportunity and Responsibility in an Unprincipled World”</td>
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**Special Events**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 15, 2014</td>
<td>Constitution Day</td>
<td>Lynne Cheney</td>
<td></td>
</tr>
<tr>
<td>February 27, 2015</td>
<td>The Villages, Florida</td>
<td>Peter W. Schramm</td>
<td></td>
</tr>
<tr>
<td>March 4, 2015</td>
<td>John M. Ashbrook Award Reception</td>
<td>U.S. Senator Lamar Alexander</td>
<td></td>
</tr>
</tbody>
</table>

11
An Ashbrook Teacher in Every School

The importance of studying our history and understanding its significance extends beyond our community to our nation.

The Problem

Recent studies have shown that we are a nation quickly losing touch with our history and our founding principles.

The problem is not our teachers, but how our teachers are trained. Teachers spend too much time learning how to teach and not enough time learning what to teach. Without a major change in how teachers are taught, we will raise yet another generation of students who do not understand what it means to be an American.

The Commitment

A successful Ohio entrepreneur challenged Ashbrook to address this growing concern. In 2014, Ashbrook received a $2.5 million seed grant from the Ariel Corporation to expand its teacher education programs. This gift enables Ashbrook to address the serious national problem of civic illiteracy by launching our Rediscovering America Initiative. Ashbrook aims to change the way American history, government, and civics are taught by putting an Ashbrook-educated teacher in each of the nation’s 35,000 secondary schools.

Why Ashbrook is Positioned to Solve This Problem

Ashbrook’s plan is to transform how American history, government, and civics is taught in classrooms. During the past 16 years, almost 10,000 teachers, representing all 50 states, have participated in Ashbrook’s residential and online courses, webinars, professional development programs, and seminars at historic sites. In addition, each month during the last year, 40,000 teachers have used educational materials on Ashbrook’s TeachingAmericanHistory.org website.

An Ashbrook-educated teacher uses primary source documents to teach their middle and high school students. Original documents are an indispensable path to understanding and affirming the principles of freedom and opportunity essential to being an American. Independent evaluation has shown that Ashbrook Teachers using this method are more effective in increasing student knowledge and an interest in our country.

In April, the National Assessment of Educational Progress (NAEP) scores were released on the topics of U.S. History and Civics, and the results were abysmal. With only 18% of the nation’s eighth graders scoring at or above proficient in History and only 23% at or above proficient in Civics, the results are troubling. They also reflect a disturbing trend, as test scores show no statistical improvement over the past four years.

Ariel Corporation Founder and member of the Ashbrook Board, Jim Buchwald says, “Ashbrook is the only organization in the country with a fully functioning program for educating secondary school teachers in our country’s founding principles. We have a duty to expand that program, and I invite other supporters, partners, and philanthropic leaders who share this goal to join the effort.”
2014-2015 Revenue

<table>
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<th>Source</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>Gifts</td>
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<tr>
<td>Tuition &amp; Fees</td>
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</tr>
<tr>
<td>Endowments &amp; Investments</td>
<td>$334,733</td>
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<tr>
<td>Event Sponsorships &amp; Tickets</td>
<td>$232,835</td>
</tr>
<tr>
<td>Direct Mail Donations</td>
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Total Revenue $4,663,601

2014-2015 Expenses

<table>
<thead>
<tr>
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<tbody>
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<td>Teacher Education Programs</td>
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<tr>
<td>Student Education Programs</td>
<td>$574,200</td>
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<tr>
<td>Development</td>
<td>$557,204</td>
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<tr>
<td>Citizen Education/Outreach/Events</td>
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</tr>
<tr>
<td>Administration</td>
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</tr>
</tbody>
</table>

Total Expenses $4,663,601

Projected Budget for 2015-2016 (compared to last year)

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
</tr>
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<tbody>
<tr>
<td>Teacher Education Programs</td>
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<td>Student Education Programs</td>
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<tr>
<td>Development</td>
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<td>Citizen Education/Outreach/Events</td>
<td>$984,707</td>
</tr>
<tr>
<td>Administration</td>
<td>$348,899</td>
</tr>
</tbody>
</table>

Total 2015-2016 Budget $6,401,066
Our Mission
The mission of Ashbrook is to restore and strengthen the capacities of the American people for constitutional self-government. Through undergraduate, graduate and civic programs, the Ashbrook Center aspires to be the leading national educator in the enduring principles and practice of free government in the United States.

Ashbrook Center
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Ashland, Ohio 44805
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877-289-5411
www.ashbrook.org