



2025 FISCAL YEAR

ANNUAL REPORT

OCT. 1, 2024 - SEPT. 30, 2025

BONE DENSITOMETRY TECHNOLOGISTS

SONOGRAPHERS

RADIOGRAPHERS

MAMMOGRAPHERS

MEDICAL DOSIMETRISTS

COMPUTED TOMOGRAPHY TECHNOLOGISTS



VASCULAR INTERVENTIONAL TECHNOLOGISTS

CARDIAC INTERVENTIONAL TECHNOLOGISTS

NUCLEAR MEDICINE TECHNOLOGISTS

ALWAYS ON THE FRONT LINE OF HEALTH CARE

RADIATION THERAPISTS

MAGNETIC RESONANCE TECHNOLOGISTS

RADIOLOGIST ASSISTANTS

IT'S TIME FOR US TO **BE SEEN**





ASRT BOARD OF DIRECTORS

Heather Moore, Ph.D., R.T.(R)

Chair of the Board

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

President

Marissa Mangrum, M.S.R.S., R.T.(T)

President-elect

Shellie Pike, M.S.R.S., R.R.A., R.T.(R)(CT)

Vice President

Amanda R. Grocott, M.B.A., R.T.(R)(CT)

Secretary

Emily S. Cash, M.B.A., M.H.A., R.T.(R)(MR)

Treasurer

Ashley M. Smith, M.H.A., R.T.(R)(MR)

Speaker of the House

Carmen George, M.S.R.S., R.T.(R)

Vice Speaker of the House



Always on the front line of health care.

IT'S TIME FOR US TO BE SEEN.

Our members work in a high tech/high touch medical profession and are skilled in anatomy, physics, patient positioning, examination techniques, equipment protocols, radiation safety and patient care.

Dear ASRT Members:

The Be Seen campaign, launched in 2024, shines a spotlight on our vital role on the health care team and highlights each of the 12 practice areas in the medical imaging and radiation therapy profession. It is raising the profile of our members and upholding the mission of the American Society of Radiologic Technologists to advance and elevate the medical imaging and radiation therapy profession and enhance quality, safe patient care. ASRT prioritized the Be Seen campaign in fiscal year 2025 and will continue to do so in the future. We are being seen and ASRT is proud to lead the charge.

In addition to elevating the profession, ASRT strives to create a professional community where you matter. Our dedicated staff and volunteers are shaping the profession and advocating for you. In FY25, ASRT worked on numerous federal and state legislative bills, maintained an active social media presence and provided members with online communities where they can participate in discussions covering all radiologic technology disciplines and specialties. We have built a strong foundation upon which our members can grow and develop in their careers.

This annual report highlights some of ASRT's projects and initiatives that showcase our dedication to our members, including professional development experiences, publications, research and ASRT Foundation grants and scholarships. In addition, the report provides an overview of membership, our online CE Library, finances and other community events.

We are honored to present this annual report and are excited to continue to raise public awareness about the crucial role medical imaging and radiation therapy professionals play in patient diagnosis, intervention and treatment.

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

Solid MEMBERSHIP



Active	133,307
Student	10,048
Graduate Bridge	9,163
Other	1,124
Associate	965
Retired	705

Number of Group Memberships	484
Total Members in Group Memberships	11,739

Annual Membership Retention	86.33%
Annual Membership Net Growth	-0.29%

GOVERNANCE and PUBLIC POLICY Support

ASSISTANCE FOR AFFILIATES



Affiliate Financial Assistance Program	\$208,763
Advocacy Support Program for Affiliates	\$40,000
Affiliate Insurance	\$31,379
Affiliate Development Program	\$13,726
Total Amount Distributed to Affiliates	\$293,868

Elite MEMBER SERVICES

ASRT's Member Services provides high-quality account management.

47,946	Inbound Contacts
10,618	Outbound Contacts
542	Payment Batches Completed, Totaling \$1,254,655



PROFESSIONAL DEVELOPMENT EXPERIENCES for ASRT Members



- 357** members participated in ASRT academies, institutes and leadership programs.
- 1,611** members registered in CE courses at ASRT conferences.
- 601** volunteers contributed to ASRT and ASRT Foundation.
- 7,751** people attended ASRT Live webcasts.

ASRT worked on numerous federal and state legislative bills in FY25 and worked closely with state affiliate societies to monitor and address legislative measures.

	STATE	FEDERAL
"Take Action" emails sent	6,131	310,064
Emails to legislators sent through the Advocacy Action Center	59	2,911
Legislative, regulatory and advocacy bills tracked	210	11

Online CE LIBRARY

The CE Library has more than **550** 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.

SOCIAL MEDIA and the ASRT COMMUNITIES

ASRT maintains an active social media presence, with **208,923** followers across multiple platforms.

Social Media



2 LinkedIn channels, **71,944** followers



1 X channel, **8,817** followers



3 Facebook channels, **112,307** followers



1 Instagram channel, **12,942** followers



1 YouTube channel, **1,526** followers



Spotify Podcast: **798** followers



Apple Podcast: **589** followers

Communities

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

During FY25, there were approximately **5,167 posts** shared among members.



SELLING PRODUCTS in Fiscal Year 2025

- CT Basics 2.0
- MR Basics
- Vascular Interventional Essentials

CONTINUING EDUCATION Activity

1,333,724 credits were earned from the CE Library.

76,231 credits were earned from purchases in the ASRT Store.

Member PUBLICATIONS Printed

Scanner

278,008

RADIOLOGIC
TECHNOLOGY

336,682

RADIATION
Therapist

18,756

asrt
RESOURCES
NEWSLETTER

1,500,760*

*Number of members reached by monthly emails

Cutting-edge RESEARCH

FY25 Surveys

Wage and Salary Survey

Enrollment Survey

Advocacy Survey

Radiologic Sciences Workplace and Staffing Survey

Radiation Oncology Workplace Survey

Organizational Highlights

BE SEEN CAMPAIGN

ASRT launched **3 new commercials** in FY25: radiography, magnetic resonance and radiologist assistant.

The commercials aired on connected television streaming services and social media platforms.

- > Commercials airing on connected television resulted in **2,419,186 impressions**, **552,672 households** reached and **36,198 visits** to the ASRT website or Be Seen website.
- > There were **247,843 views** on ASRT social media platforms.

Be Seen digital ads appeared on Google, YouTube, Facebook, Instagram, LinkedIn, Snapchat, Tik Tok and on podcasts in FY25. The digital ads resulted in **8,499,027 impressions** and **225,255 clicks** on the digital ads.

CONTINUING EDUCATION Review

ASRT is a recognized CE Approver, Tracker and Transferor 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: **9,331**
- CE activities reviewed for affiliates: **794**
- CE sponsors: **639**

ASRT as a CE Tracker and Transferor

- **84,549** CE activities tracked into member CE records.
- **8,753** electronic certificates submitted via mobile app.
- **51,547** electronic certificates submitted via website.

VALUED Employees

114

Average number of employees

89%

Retention rate

7.3
YEARS

Average number of service years for all employees

GIVING BACK

New Mexico
ROADRUNNER FOOD BANK
Online fundraiser: **\$4,120** donated

University of New Mexico
LOBO CANCER CHALLENGE
47 team members, **\$18,000** raised

Run/Walk Event Sponsorships
ALBUQUERQUE AREA CAUSES
\$10,500 donated

Disaster Relief Efforts
AMERICAN RED CROSS
\$15,000 donated

The Teddy Bear Roundup
RENO RODEO FOUNDATION
210 teddy bears collected

COMMUNITY SERVICE
20 participants, **126** hours

Employee Giving
ASRT FOUNDATION:
61% of employees give



A STRONGER ASRT FOUNDATION

The ASRT Foundation exists to create a future where funding opportunities for medical imaging and radiation therapy students and professionals are limitless. In fiscal year 2025 the Foundation awarded **213** scholarships and grants, totaling **\$454,325**.

	Dollar amount of awards	Number of awards
Scholarships	\$321,810	84
Grants	\$71,144	108
Global Outreach	\$61,371	21



“

Your generosity doesn't just fund education, it fuels dreams and creates future professionals who will carry your legacy forward.

”

Dylan A. Eddins
Royce Osborn Student Scholarship

FY25 FINANCIALS

STATEMENT OF FINANCIAL POSITION

Assets	
Cash and Cash Equivalents	\$574,099
Accounts Receivable	\$487,400
Prepaid Expenses	\$18,713
Total Current Assets	\$1,080,212
Investments	\$10,337,288
Total Assets	\$11,417,500
Liabilities and Net Assets	
Liabilities	
Accounts Payable	\$48,038
Accrued Liabilities	\$8,749
Total Liabilities	\$56,787
Net Assets	
Unrestricted	\$2,123,021
Board Designated	\$2,506,075
Temporarily Restricted	\$2,246,728
Permanently Restricted	\$3,317,773
YTD Earnings (Loss)	\$1,167,117
Total Net Assets	\$11,360,713
Total Liabilities and Net Assets	\$11,417,500



STATEMENT OF ACTIVITIES

Revenue	
Unrestricted	\$510,084
Temporarily Restricted	\$664,204
Permanently Restricted	\$60,300
Investment Income (Loss)	\$949,617
Total Revenue	\$2,184,205
Expenses	
Programs	\$659,638
Fundraising	\$132,418
Governance/Management	\$182,926
Investment	\$42,106
Total Expenses	\$1,017,088
Change in Net Assets	\$1,167,117

FINANCIAL SUMMARY



American Society of
Radiologic Technologists

The following is a summary of ASRT's financial statements for the fiscal year ending Sept. 30, 2025.

2025 OPERATING REVENUE

Member Related Revenue	
Member dues and fees	\$18,432,163
Educational merchandise sales	\$2,342,037
Meetings and workshops	\$741,228
Subtotal	\$21,515,428
Other Revenue	
Continuing education fees/requests for approval	\$753,675
Publications and website	\$548,991
Affinity partners, royalties, miscellaneous	\$414,633
ASRT Foundation services	\$330,639
Subtotal	\$ 2,047,938
Total Operating Revenue	\$23,563,366

2025 OPERATING EXPENSES

Mission/Membership Expenses	
People costs	\$9,712,089
Meetings and travel	\$1,514,132
Depreciation/occupancy/other costs	\$1,425,975
Publications/printing/postage	\$1,574,587
Professional fees	\$1,030,315
Organizational support	\$878,505
Support for ASRT Foundation	\$370,000
Subtotal	\$16,505,603
Mission Support Expenses	
People costs	\$4,020,161
Organizational support	\$841,102
Facility and operations	\$488,390
Professional fees	\$517,924
Materials/printing/postage	\$525,922
Meetings and travel	\$181,436
Subtotal	\$6,574,935
Strategic Investment Expenses	\$1,031,804
Total Operating Expenses	\$24,112,342

Surplus/(Loss) From Operations **(\$548,976)**

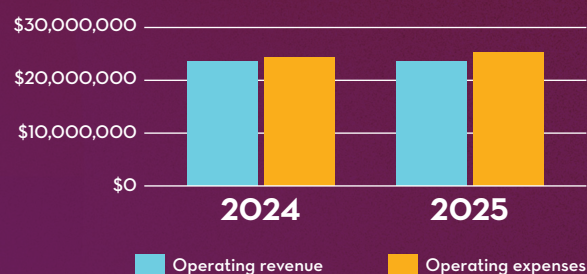
2025 NONOPERATING/INVESTMENT RESULTS

Investments	
Interest and dividends	\$2,463,714
Investment gain/(loss)	\$6,366,594
Other nonoperating income	\$230,270
Portfolio management services	(\$355,080)
Surplus/(Loss) From Nonoperating/Investments	\$8,705,498

2025 COMBINED RESULTS

Operating surplus/(loss) (\$548,976)	Net assets at Sept. 30, 2025 \$92,428,113
Nonoperating surplus \$8,705,498	Investment portfolio at Sept. 30, 2025 \$88,004,040
Change in net assets \$8,156,522	

Operating RESULTS



Net ASSETS

2024 **\$84.3 M**

2025 **\$92.4 M**

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 2025 audit field work in January 2026 with an unmodified opinion.

