



OCT. 1, 2023–SEPT. 30, 2024

PATIENTS ARE OUR PASSION

SAFETY IS OUR PRIORITY

2024 FISCAL YEAR | ANNUAL REPORT

PATIENTS ARE OUR PASSION SAFETY IS OUR PRIORITY

Our members are compassionate caregivers who dedicate themselves to their profession and take pride in their work. Health care wouldn't be the same without medical imaging and radiation therapy professionals.



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Dear ASRT Members:

The mission of the American Society of Radiologic Technologists is to advance and elevate the medical imaging and radiation therapy profession and to enhance the quality and safety of patient care. Medical imaging and radiation therapy professionals are sometimes overlooked, but they have a crucial role on the health care team and raising public awareness of our profession is key to our future. Our work is our passion, and we have highlighted this in the fiscal year 2024 annual report.

In FY24, we provided our members with outstanding services including numerous professional development opportunities, cutting-edge research and governance and public policy support. In addition, we launched the Be Seen campaign to raise public awareness about the crucial role medical imaging and radiation therapy professionals play in patient diagnosis, intervention and treatment.

This annual report includes statistics and facts about a variety of projects and initiatives that highlight our passion for our members, our dedication to the profession and our goal to ensure the public, other health care professionals and elected officials know who we are. In addition, the report provides an overview of what we worked on, how the projects benefited our members and showcases our commitment to safe and high-quality patient care.

We are honored to present this annual report and are excited to build on the momentum generated this year to continue to elevate the profession. It's time for us to Be Seen.

Sincerely,



Melissa B. Pergola

Ed.D., R.T.(R)(M), FASRT, CAE

CEO and Executive Director



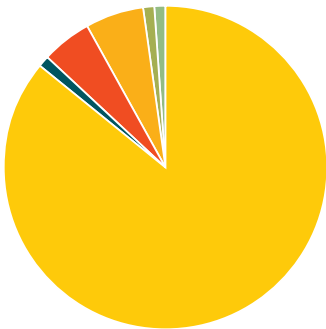
Heather Moore

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

President

SOLID MEMBERSHIP

Total Members: 155,771



- Active: 134,058
- Associate: 1,155
- Graduate Bridge: 9,105
- Student: 9,501
- Retired: 825
- Other: 1,127

482 Group Memberships 10,789 Total Members in Group
86.12% Annual Retention -0.71% Annual Net Growth

ELITE MEMBER SERVICES

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

- 45,036 Total Inbound Contacts
- 8,037 Outbound Contacts
- 558 Payment Batches Completed, Totalling \$1,012,506



PROFESSIONAL DEVELOPMENT EXPERIENCES FOR ASRT MEMBERS



- 283 members participated in ASRT academies, institutes and leadership programs.
- 2,649 members registered in continuing education courses at ASRT conferences.
- 587 volunteers contributed to ASRT and ASRT Foundation.
- 12,106 people attended ASRT Live webcasts.



GOVERNANCE AND PUBLIC POLICY SUPPORT

ASSISTANCE FOR AFFILIATES



- \$16,151 Affiliate Development Program
- \$186,324 Affiliate Financial Assistance Program
- \$31,379 Affiliate Insurance
- \$233,854 Total Amount Distributed to Affiliates

ASRT worked on numerous federal and state legislative bills in FY24 and worked closely with state affiliate societies to monitor and address legislative measures.

| | State | Federal |
|---|--------|---------|
| "Take Action" emails sent | 19,386 | 140,288 |
| Emails to legislators sent through the Advocacy Action Center | 705 | 42,760 |
| Legislative, regulatory and advocacy bills tracked | 113 | 12 |

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 FY24

1

CT Basics
2.0

2

MR Basics

3

Vascular
Interventional
Essentials

CONTINUING EDUCATION ACTIVITY

1,063,902 credits were earned from the CE Library.

154,319 credits were earned from purchases in the ASRT store.

MEMBER PUBLICATIONS

COPIES PRINTED

Scanner

340,952

RADIOLOGIC
TECHNOLOGY

399,407

RADIATION
Therapist

18,880

asrt
RESOURCES
NEWSLETTER

1,599,663*

*Number of members reached by monthly emails

SOCIAL MEDIA AND THE ASRT COMMUNITIES

ASRT maintains an active social media presence, with more than **196,000 followers** across multiple platforms.

SOCIAL MEDIA



2 LinkedIn channels | **65,169** followers



3 X channels | **9,140** followers



3 Facebook channels | **110,074** followers



1 Instagram channel | **11,204** followers



1 YouTube channel | **867** followers

COMMUNITIES

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

On average, nearly **450 posts** are shared on the Communities boards each month.

CUTTING-EDGE RESEARCH FY24 SURVEYS

Enrollment Snapshot

Professional Workforce Survey for the Consensus
Committee Conference

Patient Shielding Survey

Radiation Therapy Staffing Survey

ASRT Market Research Survey

Organizational Highlights

BE SEEN CAMPAIGN

50 million
impressions

The campaign garnered more than 50 million impressions. This means that an estimated 50 million people saw the content.

1.2 million
paid
impressions

The paid advertising banners delivered 1.2 million impressions and 1.53 million video completions.

8,000
microsite
visitors

More than 8,000 visitors accessed the campaign microsite and more than 6,000 of those visitors interacted with sections of the microsite.

286,000
earned media
impressions

Earned media tactics generated 286,000 impressions and more than 22,000 engagements.

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

9,141 CE activities reviewed

835 CE activities reviewed for affiliates

633 CE sponsors

ASRT AS A CE TRACKER AND TRANSFEROR

87,268 CE activities tracked into member CE records

16,999 electronic certificates submitted via mobile app

55,374 electronic certificates submitted via website

VALUED EMPLOYEES

108
Average number of employees

89%
Retention rate

8
Average number of service years for all employees

GIVING BACK

5k Run/Walk INVISIBLE HEROES

200+ participated in person

750 participated in the virtual event

968 total participants!

New Mexico ROADRUNNER FOOD BANK

One onsite volunteer event

21 participants = **120** hours

Online fundraiser

\$4,600 donated

Event for Mustard Seed of Central Florida SOCKS FOR A CAUSE

1,849 pairs of socks donated

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

University of New Mexico LOBO CANCER CHALLENGE

46 team members

\$17,500 donated

Employee Giving ASRT FOUNDATION

64% 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. Celebrating its 40th anniversary, The ASRT Foundation achieved a record high in academic scholarships awarded, and overall gave **253** scholarships and grants, totaling **\$537,422**.

| | Dollar Amount of Awards | Number of Awards |
|-----------------|----------------------------|---------------------|
| Scholarships | \$428,875 | 101 |
| Grants | \$44,264 | 132 |
| Global Outreach | \$64,283 | 20 |

"Your support has not only impacted my life but will also have a ripple effect on my future and the lives of those I hope to positively influence."

Nelly Hernandez, Professional
Advancement Scholarship Recipient

FY24 FINANCIALS

STATEMENT OF FINANCIAL POSITION

Assets

| | |
|-----------------------------|---------------------|
| Cash and Cash Equivalents | \$473,432 |
| Accounts Receivable | \$468,144 |
| Prepaid Expenses | \$19,167 |
| Total Current Assets | \$960,743 |
| Investments | \$9,283,968 |
| Total Assets | \$10,244,711 |

Liabilities and Net Assets

Liabilities

| | |
|--------------------------|-----------------|
| Accounts Payable | \$51,115 |
| Total Liabilities | \$51,115 |

Net Assets

| | |
|---|---------------------|
| Unrestricted | \$1,113,264 |
| Board Designated | \$2,492,396 |
| Temporarily Restricted | \$1,759,359 |
| Permanently Restricted | \$3,257,973 |
| YTD Earnings (Loss) | \$1,570,605 |
| Total Net Assets | \$10,193,597 |
| Total Liabilities and Net Assets | \$10,244,711 |

STATEMENT OF ACTIVITIES

Revenue

| | |
|---------------------------------|--------------------|
| Unrestricted | \$320,693 |
| Temporarily Restricted | \$543,184 |
| Permanently Restricted | \$9,498 |
| Investment Income (Loss) | \$1,779,008 |
| Total Revenue | \$2,652,383 |

Expenses

| | |
|-----------------------|--------------------|
| Programs | \$709,758 |
| Fundraising | \$141,443 |
| Governance/Management | \$190,373 |
| Investment | \$40,202 |
| Total Expenses | \$1,081,776 |

| | |
|-----------------------------|--------------------|
| Change in Net Assets | \$1,570,607 |
|-----------------------------|--------------------|

FINANCIAL SUMMARY

The following is a summary of ASRT's financial statements for the fiscal year ending Sept. 30, 2024.

2024 OPERATING REVENUE

| Member Related Revenue | |
|---|-------------------|
| Member dues and fees | 18,629,978 |
| Educational merchandise sales | 2,172,985 |
| Meetings and workshops | 1,265,972 |
| Subtotal | 22,068,935 |
| Other Revenue | |
| Continuing education fees/requests for approval | 696,469 |
| Publications and website | 578,032 |
| Affinity partners, royalties, miscellaneous | 381,116 |
| ASRT Foundation services | 346,047 |
| Subtotal | 2,001,664 |
| Total Operating Revenue | 24,070,599 |

2024 OPERATING EXPENSES

| Mission/ Membership Expenses | |
|---|-------------------|
| People costs | 9,378,182 |
| Meetings and travel | 2,079,115 |
| Publications/printing/postage | 1,653,742 |
| Depreciation/occupancy/other costs | 1,463,270 |
| Professional fees | 944,671 |
| Organizational support | 907,538 |
| Support for ASRT Foundation | 370,000 |
| Subtotal | 16,796,518 |
| Mission Support Expenses | |
| People costs | 3,338,273 |
| Organizational support | 832,225 |
| Facility and operations | 353,302 |
| Professional fees | 475,582 |
| Materials/printing/postage | 408,749 |
| Meetings and travel | 170,772 |
| Subtotal | 5,578,903 |
| Strategic Investment Expenses | 2,024,555 |
| Total Operating Expenses | 24,399,976 |
| Total Surplus/(Loss) From Operations | (329,377) |

2024 INVESTMENT RESULTS

| Investments | |
|---|-------------------|
| Interest and dividends | 2,181,106 |
| Investment gain/(loss) | 14,007,122 |
| Portfolio management services | (325,000) |
| Total Gain/(Loss) on Investments | 15,863,228 |

2024 COMBINED RESULTS

Operating surplus/(loss)
(329,377)

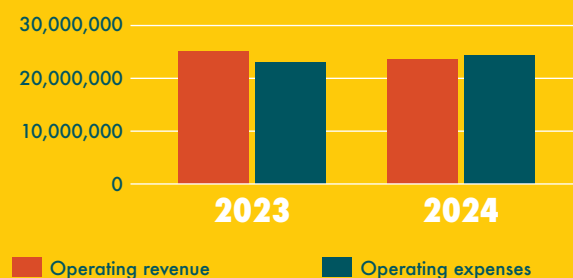
Net assets at
Sept. 30, 2024
84,271,591

Total Gain/(Loss) on
Investments
15,863,228

Investment portfolio
at Sept. 30, 2024
81,666,988

Change in net assets
15,533,851

OPERATING RESULTS



NET ASSETS

2023 \$68.7 M

2024 \$84.3 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 2024 audit field work in January 2025 with an unmodified opinion.

