

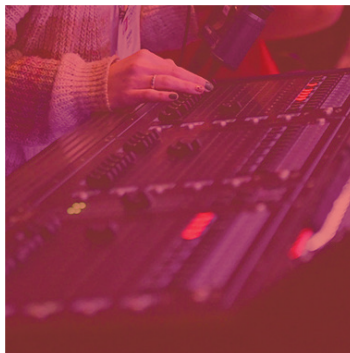
USITT

ANNUAL REPORT

2024

FISCAL YEAR

JULY 2023 - JUNE 2024



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A Year of Growth and Collaboration

Reflecting on the past year, we are pleased to report on significant progress made by USITT. As President, Carolyn continued to develop the Board’s governance role and goal setting for the future. Laura Lee’s deep understanding of operations and Member needs has been invaluable in shaping these plans. The collaborative partnership between the President and Executive Director has fostered a strong foundation for the Institute’s future.

This year, we have been aligning the Institute with the evolving needs of our Members. Through strategic questioning, often by simply asking, “Why are we doing this?” we have gained valuable insights into Member needs and wants and how better we can serve you. This open-minded approach has identified areas for improvement and to make changes that are directly attributable to Member input. As Carolyn often says, “We can’t fix what we don’t know is broken.” We are committed to continuous improvement, new ideas, and feedback.

We believe that open communication and collaboration are essential to the success of USITT. We want our Members to know that the Board is listening and is responsive to their concerns. USITT is more than just an organization; it is a community of dedicated professionals who are passionate about the art and technology of live entertainment. It is a conduit through which information and energy for both industry and Institute travels.

We hope that this Annual Report will provide you with a comprehensive look at our accomplishments over the past year. Thank you for your continued support of USITT and your participation in Powering Live Entertainment.



Carolyn Satter
CAROLYN SATTER
Immediate Past-President



Laura Lee Everett
LAURA LEE EVERETT
Executive Director

The United States Institute for Theatre Technology, Inc. (USITT) connects performing arts design and technology communities to ensure a vibrant dialog among practitioners, educators, and students.

INCLUSION

Acknowledging the inequitable structures established by the dominant culture, and the industry’s conscious or unconscious participation in these unjust systems, USITT commits to the ongoing struggle to create equitable spaces, to embrace diverse experiences, and to uplift and encourage multiple perspectives.

EXCELLENCE

Recognizing the need for continuous pursuit of the very best in our profession, our industry, and our Institute, USITT cultivates innovation in education, research, and safety.

RESPONSIBILITY

Embracing a long-standing imperative to serve, USITT provides value through year-round activities, elevates the work of individuals and organizations, and heightens accountability to our Members and the industry.



A NEW LOOK FOR USITT

This year, we implemented an exciting new change by redefining our USITT brand with an updated wordmark.

Our refreshed design honors our iconic red square, which represents the foundation of our former visual identity, while also presenting a sleek, clean, and robust appearance to enhance our brand awareness.

Primary Logos



By including the “**Powering Live Entertainment**” tagline, the primary logo explicitly states USITT’s purpose.

The tagline speaks directly to our target audience of professionals and enthusiasts working in live entertainment, conveying a message of support and empowerment, reinforcing our leading presence in the live entertainment industry.

Our comprehensive brand guide, including information on colors, fonts, brand voice, and more is available at: brand.usitt.org



In addition to our updated branding, we also revamped our weekly newsletter from *Weekly News* to *The Current*.

The Current features USITT events and news alongside exciting updates from the live entertainment industry, including featured job listings from Jobs USITT. Our reimagined newsletter also spotlights our Members through new submission opportunities, including **Member of the Week**, **My USITT Story**, **New Member Nine**, and our **Member Production Archive**.

The first edition of *The Current* was released on Friday, May 3, 2024 to 13,703 subscribers and continues to grace the inboxes of USITT Members to this day.



Email marketing analytics from July 1, 2023 - June 30, 2024

582,956
Emails Sent

252,472
Opens

43.85%
Avg. Open Rate

19,115
Clicks

3.15%
Avg. Click Rate

47
Campaigns

COSTUME SYMPOSIUM

July 26-28
Dates

DePaul University
Location

46
Participants

Making a comeback this year was the Summer Costume Symposium, hosted by USITT's Costume Commission! The popular immersion event was held back in-person for the first time since 2019.

The event took place at The Theatre School at DePaul University in Chicago, and boasted a total of 46 participants.



USITT TRAINING GROUND X CIRQUE DU SOLEIL

May 21-23
Date

Las Vegas
Location

42
Participants

USITT Training Ground, formerly Elite Training, is proudly brought to you by long-time USITT Member Cirque du Soleil. In its inaugural year, participants got up close and personal with entertainment experts from Cirque du Soleil, TAIT, Meyer Sound, Christie Digital, and ROBE Lighting. Training took place May 21-23, 2024, in Las Vegas — home of Cirque du Soleil's Resident Show Division.

JAY O. GLERUM RIGGING MASTERCLASSES

Oct. 9-10
Date

Seattle, WA
Location

34
Participants

The Jay O. Glerum Rigging Masterclasses were established in 2016 to honor Glerum's passion for rigging safety and training.

Best known for his book, *Stage Rigging Handbook*, Glerum was an American theatre consultant, author, and USITT Fellow.

Two Masterclasses were held in FY24, first at Cornish College of the Arts in Washington, and second at Duke University in North Carolina.

Jan. 29-30
Dates

Duke University
Location

22
Participants

KEN VANNICE ELECTRICAL WORKSHOP

Nov. 13
Date

AVL Expo Mesa, AZ
Location

10
Participants

USITT offered a one-day Ken Vannice Electrical Workshop on Nov. 13, 2023, in conjunction with Clearwing's AVL Expo in Mesa, AZ. Participants had the opportunity to learn from industry experts, Mitch Hefter and Jerry Gorrell, to deepen their understanding of the hazards and consequences of working with electricity in the entertainment industry.



BACKSTAGE

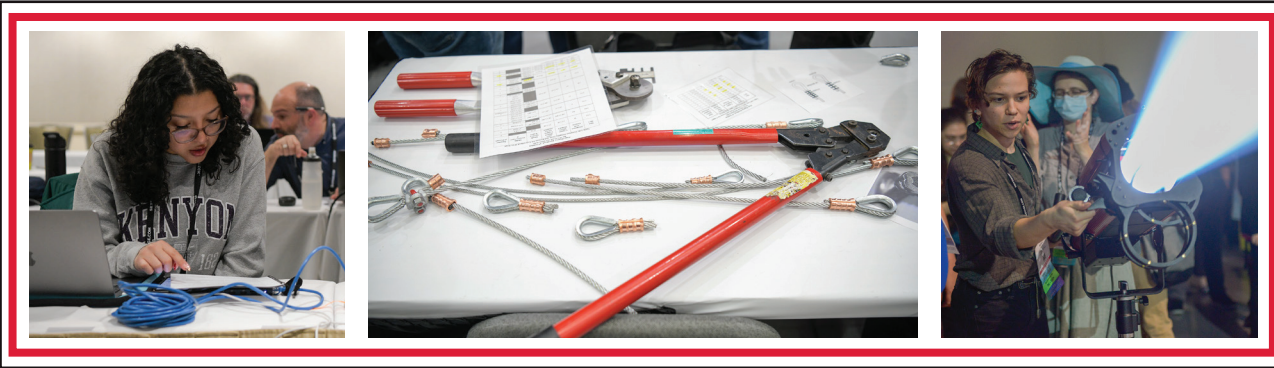
Technical Theatre for High Schools



The **BACKstage Exam** (*Basic and Comprehensive Knowledge Exam for High School Technical Theatre Students*) is designed to evaluate the knowledge and work readiness of technical theatre students at the high school level.

Developed by educators and industry professionals, **BACKstage** is the most comprehensive examination of its kind and will assist students in determining their readiness for post-secondary activities in technical theatre.

The **BACKstage Exam** is a joint endeavor of the Educational Theatre Association (*EdTA*) and USITT.



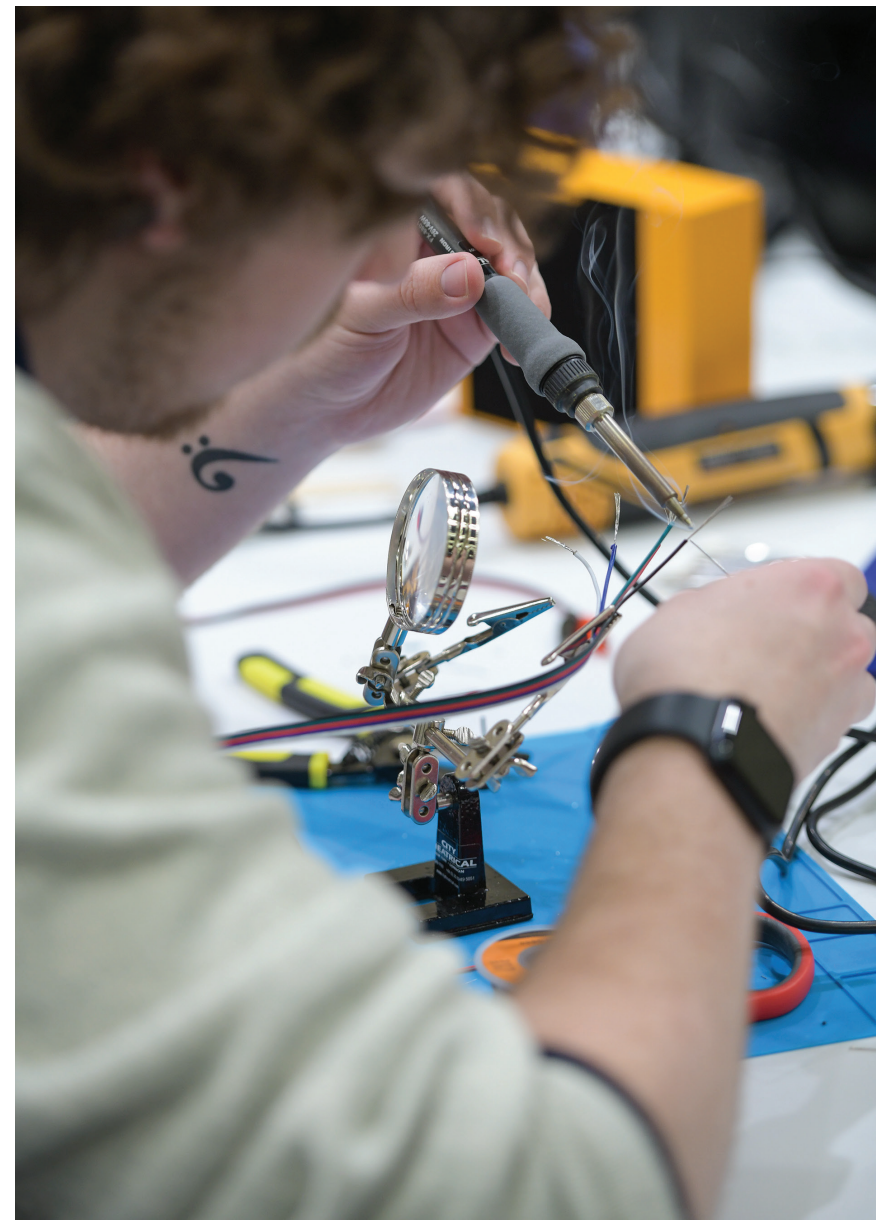
A capstone examination for high school technical theatre students, **BACKstage** can also aid universities in their search for undergraduate design and technology students.

Starting in 2020, **BACKstage** was piloted to 181 high schools and involved over 1600 students. Since then, over 227 students and over 34 schools have registered for the exam.

BACKstage is a 100-question randomized examination drawn from a pool of over 400 questions covering eight technical theatre disciplines: rigging, safety, scenic and construction, venue, audio, costuming and wardrobe, lighting & electric, and personnel.

High school technical theatre teachers and subject matter experts created the exam. In New York State, BOCES has adopted the exam in Albany as part of their path to CTE, making them eligible for federal Perkins Funding.

BACKstage seeks to define and assess the basic knowledge and skills an entry-level technician should have when entering the workforce or a higher education training program. We observe that programs utilizing **BACKstage** offer more thoughtful and thorough instruction in theatre technology and produce better-informed and better-equipped student technicians.



CONFERENCE MENTORSHIP

GATEWAY PROGRAM

The Gateway Program is a brave space devoted to building community. It allows an individual to work with a mentor, tailoring their learning goals and career development while attending the conference with the financial support of USITT. Gateway aims to empower participants by working to foster relationships through collaborative, community-based mentorship.

2024 COHORT

92
Applicants

12
Mentee/Mentor Pairs



STAGE MANAGEMENT MENTOR PROJECT (SMMP)

SMMP connects professional stage managers with mentees for a week full of practical training experiences while operating the most high-profile conference events!

2024 COHORT

87
Applicants

13
Mentee/Mentor Pairs



STUDENT AMBASSADOR PROGRAM

The Student Ambassador Program offered the exceptional opportunity for students to meet and converse with renowned international designers and theatre experts at USITT24 in Seattle.

USITT Student Members were paired with one of our three participating international guests based on their shared interest areas, facilitating ongoing international networking between early designers, technicians, and our global counterparts.

PETYA BOYUKOVA

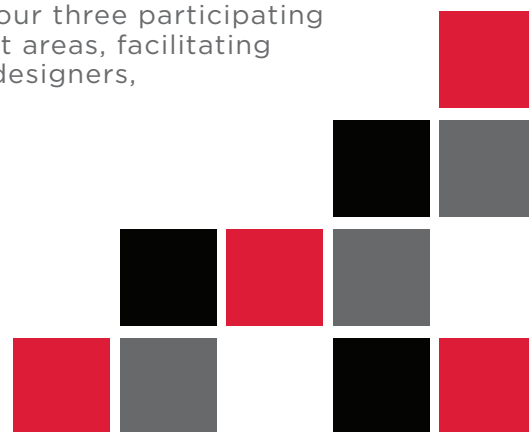
Bulgaria

ASIIMWE DEBORAH KAWE

Uganda

ARIS PRETELIN-ESTEVEZ

Mexico



Each year, our attendees, exhibitors, sponsors, and volunteers unite to make our Annual Conference & Stage Expo an event to remember!

USITT24 recorded an impressive total of **4,868 attendees**, which included **1,981 first-time participants** and **87 international attendees**. Our presence in Seattle contributed significantly to the local economy, yielding an estimated **economic impact of \$10.7 million** for the city.

461

Combined Sessions/Events/Meetings

Labs

10
Hands-On Labs

3,143
Registrants

Professional Development Workshops

16
PDWs

423
Registrants

We thank all attendees for visiting us in Seattle for USITT24. It would have been impossible without your support and enthusiasm for the industry!

USITT25 will be held March 5-8, 2025 in Columbus, OH.

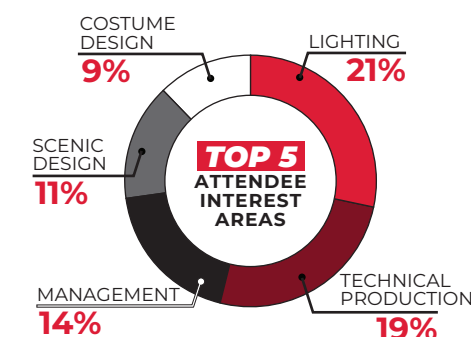
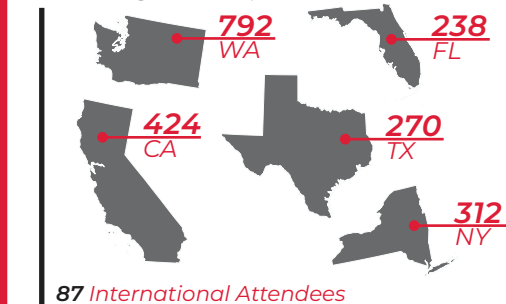


POWERING LIVE ENTERTAINMENT ■ MARCH 20-23

4,868
ATTENDEES

including **1,981**
FIRST-TIMERS

TOP U.S. STATES REPRESENTED:



Thanks to a generous donation from Reid Neslage, USITT24 brought attendees Pure Tone testing, otoscopy, and provided screening results to participants onsite, free of charge.

Regular screenings can help to identify gradually developing hearing problems before they can significantly impact hearing ability and become more difficult to treat.



For many years, USITT Fellow Reid Neslage has been a behind-the-scenes donor, establishing a focused portion of USITT's Professional Development Fund: the **Neslage Education & Risk Assessment Fund**, and enabling the program of free hearing testing for attendees at the Annual Conference & Stage Expo.

Hearing tests were administered to **110 attendees**, completely free of charge!

REID NESLAGE
USITT Fellow & Donor

THE NESLAGE FUND

The Neslage Fund is established with the following purposes:

TO FUND

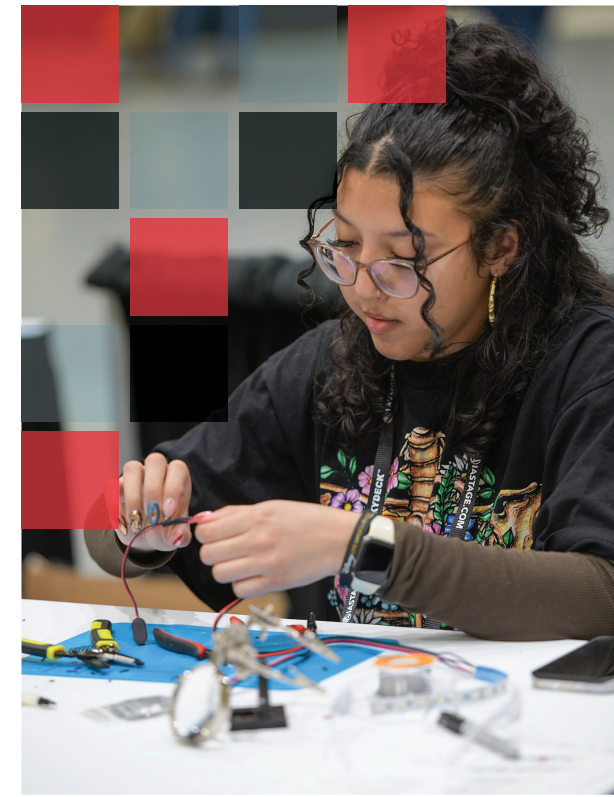
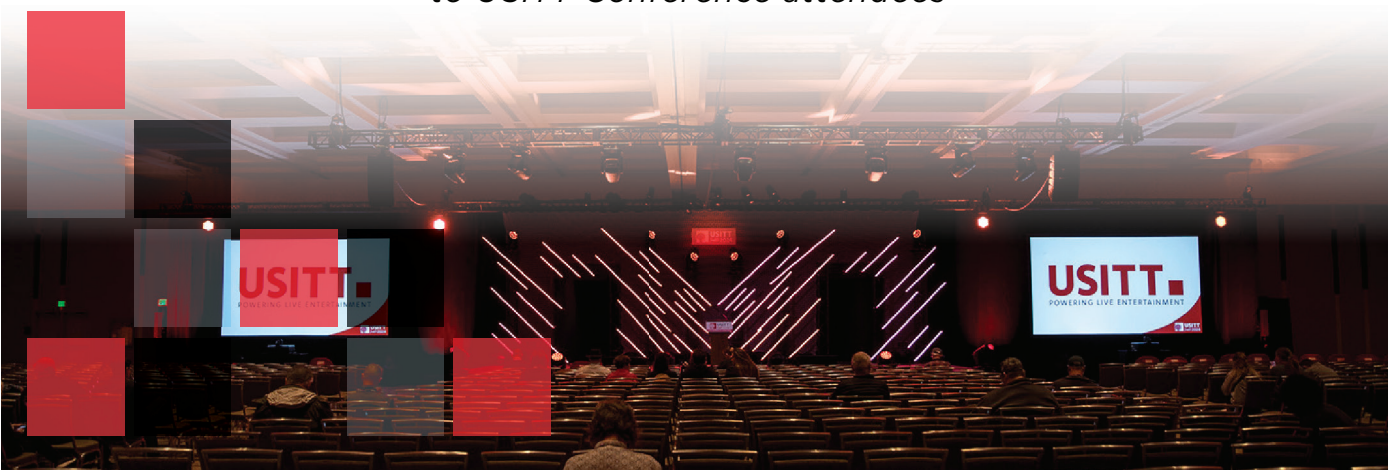
HEARING TESTS

*for USITT Conference attendees,
for the Safety & Health Commission*

TO OFFER

PERSONAL RISK ASSESSMENT

*and related prevention education
to USITT Conference attendees*



2024 YOUNG DESIGNERS, MANAGERS, & TECHNICIANS AWARDS

The Awards for YDMT bring recognition and support to young designers, managers, and technicians at the beginning of their careers.

AHOLIBAMA CASTAÑEDA GONZÁLEZ

KM Fabrics, Inc. Technical Production Award

ANDREW RIEDEMANN

Bernhard R. Works, Frederick A. Buerki
Scenic Technology Award

ANNIE HENNEN

USITT Stage Management Award
sponsored by Clear-Com

ATHENE WRIGHT

The Barbara Matera Award in
Costume Making

GRZEGORZ LABUDA

Zelma H. Weisfeld Costume
Design & Technology Award

NATHAN BOWDEN

Richard Hay Undergraduate
Scene Design Award

TIANXUAN CHEN

USITT Scene Design Award
sponsored by Rose Brand

TIARA JONES

USITT Makeup Design Award sponsored
by Kryolan Professional Make-Up

XOTCHIL MUSSER

Barbizon Lighting Company
Jonathan Resnick Lighting Design Award

DISTINGUISHED ACHIEVEMENT AWARDS

NANCY UFFNER

Education

KAREN MANESS

Scene Design

KARL RULING

Engineering

DAWN CHIANG

Lighting Design

RICHARD BUGG

Sound Design

SUSAN TSU

Costume Design

The Distinguished Achievement Awards honor individuals who have established meritorious career records in specific fields of design or technology in the performing arts or entertainment industry.

Areas of achievement include disciplines represented by the Commissions of USITT: scenic design, lighting design, sound design, technical direction, costume design, theatre architecture, theatrical consulting, production management, stage or arts management, entertainment technology, education, or a convergence of these disciplines.

RISING STAR AWARD

Established by
LiveDesign/LDI

The Rising Star Award is given annually to a young professional at the beginning of their career. Recognizing excellence and artistic achievement in scenic, lighting, sound, projection design, or a convergence of these design disciplines.

WILLIAM LOWE

Theatrical & Game Audio Sound Designer

HERBERT D. GREGGS AWARDS

The Herbert D. Greggs Awards promote innovative, in-depth writing about theatre design and technology in *TD&T*.

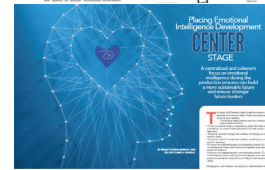
Honor Awards (the highest designation) and Merit Awards are evaluated by a panel of distinguished jurors.

HONOR
MERIT



ANASTASIA GOODWIN

Fall 2022
"The Costume History Classroom as Laboratory"



BRANT THOMAS MURRAY & DR. K. CAMILLE MURRAY

Winter 2023
"Placing Emotional Intelligence Center Stage"



MARK REANEY

Fall 2022
"Teaching Lighting Design with Computer Modeling"



NAOKO SKALA

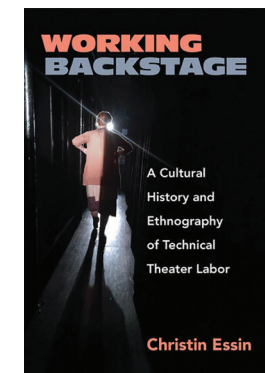
Winter 2023
"Introducing Joruri Puppetry"

OSCAR G. BROCKETT GOLDEN PEN AWARD

Oscar G. Brockett Golden Pen Award honors an outstanding publication in the field of design and production for the performing arts.

CHRISTIN ESSIN

"Working Backstage"



USITT AWARD

The USITT Award, the highest honor given by USITT, recognizes a lifetime of distinguished contributions to the performing arts or entertainment communities in any capacity.

RACHEL KEEBLER

HONORARY LIFETIME MEMBER AWARD

The Honorary Lifetime Membership Award is bestowed to those who have been recognized for providing a significant period of years of continuous and extraordinary service to the Institute.

LEA ASBELL-SWANGER

Sponsored by the USITT Architecture Commission, the Architecture Awards Program honors excellence in design and has recognized architects of theatre projects for 25 years.

Honor Awards (the highest designation) and Merit Awards are evaluated by a panel of distinguished jurors for:

- Creative image
- Explorations in new technologies
- Contextual resonance
- Functional operations
- Community contribution

HONOR



**GROTON HILL
 MUSIC CENTER**
 Groton, MA



**THE CONRAD PREBYS
 PERFORMING ARTS
 CENTER**
 La Jolla, CA

MERIT



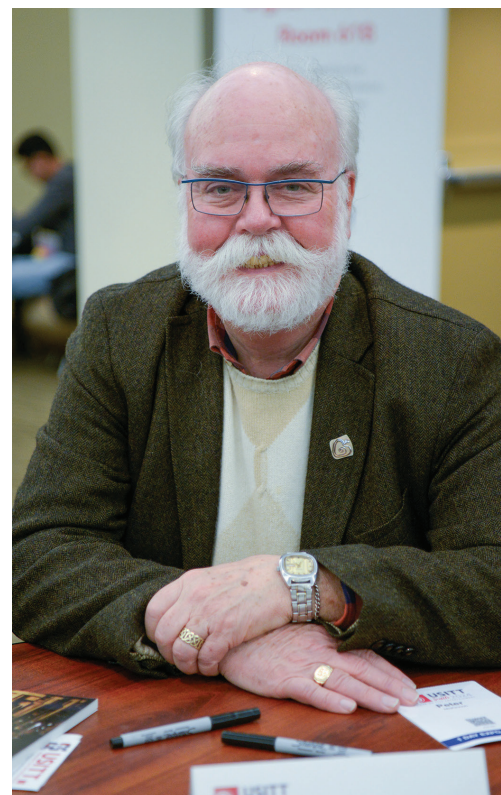
**DAVID GEFFEN
 HALL**
 New York, NY



**STEELHOUSE
 OMAHA**
 Omaha, NE



**THADEN
 PERFORMANCE**
 Bentonville, AR



USITT Connects virtual recruitment events connect participants with their next endeavor of advanced education or Summer Stock opportunities! 2024 brought together candidates and recruiters from every corner of the country came together, with interest areas spanning across the industry!

USITT Connects include two virtual events each year:

USITT Connects: Grad Schools

A fall event for those seeking grad school opportunities

USITT Connects: Summer Stock

A winter event for those seeking Summer Stock and seasonal positions

GRAD SCHOOLS

19 GRADUATE CANDIDATES
152 RECRUITERS from
32 INSTITUTIONS

TOP 3 INTEREST AREAS

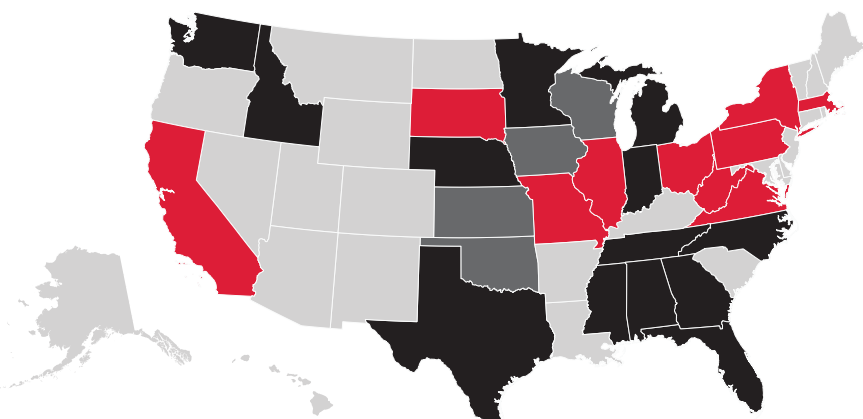
Candidates	Recruiters
1 COSTUME DESIGN	1 SCENIC DESIGN
2 SCENIC DESIGN	2 COSTUME DESIGN
3 TECHNICAL	3 LIGHTING DESIGN

SUMMER STOCK

77 CANDIDATES
16 COMPANIES
23 ANTICIPATED OFFERS

TOP 3 INTEREST AREAS

Candidates	Recruiters
1 STAGE MANAGEMENT	1 STAGE PROPERTIES
2 COSTUME DESIGN	2 SCENIC ART
3 LIGHTING DESIGN	3 LIGHTING TECHNOLOGY



2024 USITT Connects events welcomed recruiters from across the U. S.!

Check out the map to see just how far our reach extends!

- GRAD SCHOOLS
- SUMMER STOCK
- BOTH EVENTS

THEATRE DESIGN & TECHNOLOGY

SUMMER 2023



This issue begins with Rafael Jaen sharing a model for a grant-funded research project that shows how costume technology students can learn about historical figures and fashion while meeting contemporary university learning outcomes.

2024 ISSUE 1



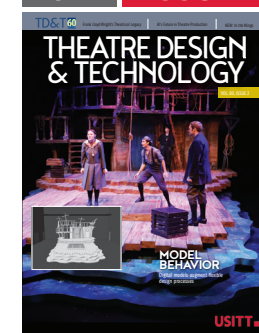
In this issue, our authors ask us to revisit our understanding of practice, practitioners, and pedagogy. This issue is the start of the 60th volume of *TD&T*, in which we'll begin our anniversary coverage as we visit archived articles from our past.

FALL 2023



This issue is entirely dedicated to the 2023 Prague Quadrennial (PQ). The issue is split into three sections, with articles grouped into reflections on the exhibits seen at the PQ, on the process of creating the U.S. exhibits, and how PQ programming can offer a variety of pedagogical experiences for students and faculty.

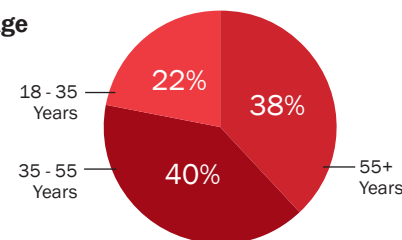
2024 ISSUE 2



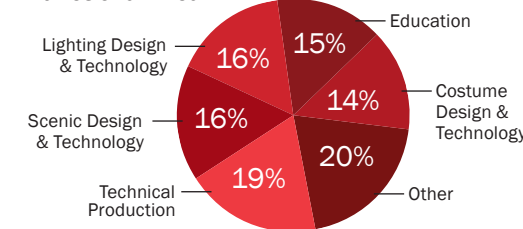
In this edition, Lindsay Webster and Mark Reaney present a comprehensive overview of 3D modeling, comparing and contrasting digital methodologies with more traditional model-making.

READER DEMOGRAPHICS

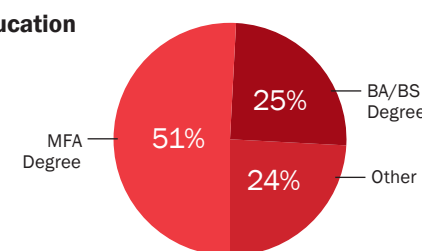
Age



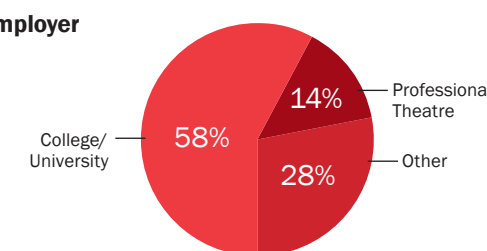
Functional Area



Education



Employer



DONORS

*USITT is grateful to the following individuals and organizations for their generous financial gifts in FY24. This list covers the period July 1, 2023 through June 30, 2024. We regret any errors or omissions, which are unintentional.

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in memory of Claremarie Verheyen
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Collier Robert Woods Scholarship:

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Alexandra Bonds
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Mark Shanda
Richard Stephens
Paul Vincent

New Century Fund for Young Professionals:

Judy Adamson
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Paul Epton
Jason Foreman
Ryan Gardner
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in memory of Gene Emerson Diskey
Tammy Honesty
Rafael Jaen
Michael Jarett
Howard Vincent Kurtz
Ira Lichtman
Jeffrey Lieder
Holly Monsos
John Montgomery
Tina Shackelford
Thern Stage Equipment
Paul Vincent
Kimb Williamson
Dr. Bernhard & Nancy Works

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Ashley Bellet
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Paul Sanow
Ford Sellers

Rigging Safety Fund:

Aaron Clark
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in memory of Sallie Glerum
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Loren Schreiber

Sherry Wagner-Henry Leadership Development Initiative:

Lea Asbell-Swanger
Kyle Jensen
Andi Lyons
Carolyn Satter

Tayneshia Jefferson Fund for Inclusion:

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in memory of Roosevelt and Floretha Smith
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Gen Hines
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Tara Houston
Rafael Jaen
Shane Kelly
Johnny Lane
Dorothy Leday
Connie Leday
Andi Lyons
Kathleen McDonald
Anne Medlock
James Neal
Elizabeth Nyanzi
Nicole Queenan
Questex LLC
Allison Rideaux
Gerald Rideaux
Carolyn Satter
in memory of Conne Bellet
Tina Shackelford
Bruce Steinberg
Consuella Steward
David Stewart
Jim Streeter
Delia Thibodeaux
Anita Tripathi
Paul Vincent
LaToya Warnie
Ella Washington
Felita Wiggins
Kimb Williamson
Gregory Zepeda

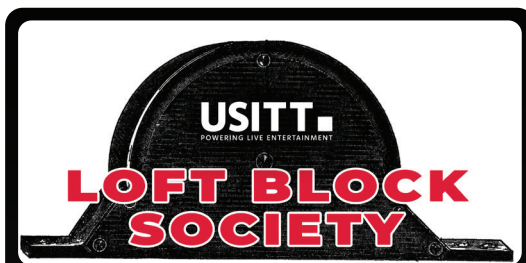
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 Mitch Hefter
 Elynmarie Kazle
 Andi Lyons
 Patricia MacKay
 Margaret Mitchell
in memory of Bob Scales
 Reid Neslage
 Michael Ramsaur
 LeRoy Stoner
 Richard Thomas
 Paul Vincent
 Kimb Williamson

USITT Future Fund:

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 Richard Dunham
 Randy Earle
 David Grindle
 Rafael Jaen
 Bryant Williamson
 Carl Lefko
 Verda Beth Martell
 Holly Monsos
 Jean Montgomery
 Jim Ream
 Brian Reed
*in memory of John Iacovelli
 and James Moody*
 Ford Sellers
 Mark Shanda



SUPPORTING
USITT
 AS IT RISES!

.....

Every rigging system, manual or motorized, requires Loft Blocks. They support, guide, and provide proper function of the entire system as it moves.

People who have made gifts to USITT through their wills and estates are included in the **Loft Block Society.**

Their support ensures the Institute will continue to rise for many years to come.



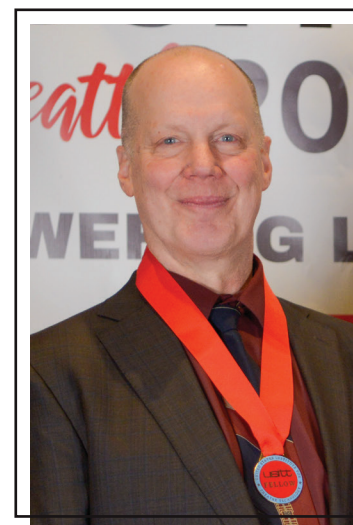
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 Alexandra (Sandy) Bonds
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 Randy Earle*
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 Sarah Nash Gates*
 Jay and Sallie Glerum*
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 Patricia MacKay
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 Zelma H. Weisfeld*
 Charles (Chuck) E. Williams*
 Bernie and Nancy Works*

*Deceased



2024 FELLOWS



MICHAEL MONSOS



HOLLY MONSOS



TONY HARDIN



STUDENT ENGAGEMENT GRANTS

Funded by Howard Vincent Kurtz

New for 2024: an exciting new grant opportunity for students! **Student Engagement Grants** encourage and support emerging theatre artists. They are given annually and provide financial assistance to USITT Student Members.

Funding for this award is generously provided by Howard Vincent Kurtz, Professor Emeritus of Costume Design and Costume Commissioner in USITT.

MARISA LAWRENCE

"I feel so honored and grateful to be the first recipient of the Howard Vincent Kurtz [Student Engagement] Grant. I'm also super excited to have the opportunity to move forward with my research!"

Costume Technology is such an important and rich part of our industry, and I hope to use this grant to continue to propel it forward."

MARISA LAWRENCE

2024 Howard Vincent Kurtz Student Engagement Grant Recipient



USITT.

UNITED STATES INSTITUTE FOR THEATRE TECHNOLOGY, INC.

Statements of Financial Position (unaudited)

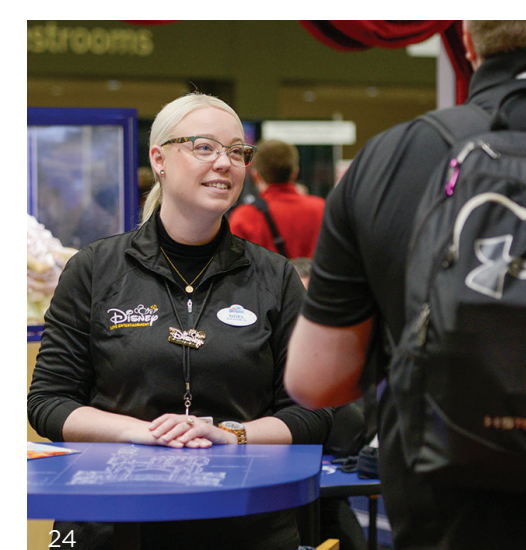
June 30, 2024 and 2023

<u>Assets</u>	<u>2024</u>	<u>2023</u>
Current assets:		
Cash and cash equivalents	\$ 365,016	143,613
Investments	3,039,100	3,308,691
Accounts receivable	526,770	342,640
Promises to give	35,580	69,430
Inventory - publications and merchandise	75,037	81,352
Prepaid expenses - other	169,116	197,348
Total current assets	4,210,619	4,143,074
Property and equipment	42,651	17,876
Operating lease right-of-use assets	190,814	247,796
Total assets	\$ 4,444,084	4,408,746
<u>Liabilities and Net Assets</u>		
Current liabilities:		
Current portion of operating lease liabilities	57,796	54,989
Accounts payable	53,762	134,680
Accrued payroll, withholding taxes and retirement	13,391	39,787
Accrued vacation wages and personal time off	68,669	32,552
Contract liabilities	924,589	572,324
Line of credit	300,000	300,000
Total current liabilities	1,418,207	1,134,332
Operating lease liabilities, net of current portion	138,702	196,498
Total liabilities	1,556,909	1,330,830
Total Net Assets	2,887,175	3,077,916
Total liabilities and net assets	\$ 4,444,084	4,408,746

The financials for FY24 were still being audited when the Annual Report was published.

For the most recent audited financial and full operational details, please view our Gold Transparency rated GuideStar profile:

<https://www.guidestar.org/profile/13-6216921>



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as of July 1, 2023

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USITT is the United States Centre of OISTAT, the International Organization of Scenographers, Theatre Architects, and Technicians.

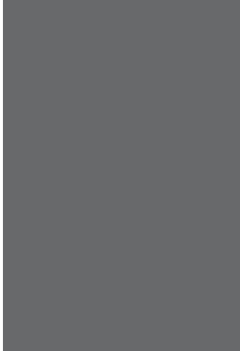
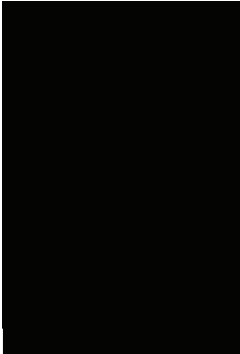


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