

After more than 15 years of developing cutting-edge approaches to improve educational outcomes, Tovi Scruggs, M.Ed founded ASA Educational Services. ASA serves educators, parents and youth in Grades 6 – 12.

Tovi C. Scruggs, M.Ed. is a visionary educational leader and advocate with a passion for improving lives. Her pioneering work inspires parents, teachers, and school administrators to partner to create academic success for students of color so they are prepared for college. Inspiring deep, conscious change is her specialty. Ms. Scruggs conducts innovative workshops to teach parents how to be effective school partners and academic champions for their children. Parents who work with Ms. Scruggs embrace a new vision for their child's academic future that culminates in college graduation.

The innovative work and leadership of Ms. Scruggs is nationally recognized. She earned her reputation for excellence after creating a private school for youth of color with 100% college-going success rates.

Ms. Scruggs continues to share her secrets to success through her workshops, writing, and presentations. She is regularly called upon to consult and advise organizations as they plan curriculum, programs, and practices to support and enable students of color to be their best.

Ms. Scruggs received two Bachelor of Arts degrees in English and Social Welfare from the University of California at Berkeley in 1993. She continued her education at Mills College, earning two secondary teaching credentials in English and Health and then a Master's in Education.

While only a second-year English Teacher in the mid-1990's, Ms. Scruggs spearheaded significant culturally-relevant changes to San Lorenzo High School's English curriculum that are still in place today. At one time the youngest district mentor and youngest administrator in the San Lorenzo Unified School District, Ms. Scruggs was instrumental in a collaborative redesign at the continuation school, increasing graduation rates by 30% in one year.

Since she founded ASA in 2000, Ms. Scruggs has served on local and state-wide professional committees in leadership roles, facilitated numerous presentations and seminars, and organized educational conferences. Ms. Scruggs was honored as one of Black Expo's "101 Outstanding Women" in 2006 as well as "101 Outstanding Educators" in 2008. Most recently, Ms. Scruggs was awarded Mayor Ron Dellums' "2009 Women of Greatness Award" for her outstanding contributions in making Oakland a model city.

“When I stand before God at the end of my life,
I would hope that I would not have a single bit of talent left, and could say,
‘I used everything You gave me.’”

- Erma Bombeck