



Supporting Professionals
and Promoting Quality



Minnesota School-Age Care Alliance
2012 Annual Report

Presidents' Report 2012

Submitted by Tiffany Weeks and Nancy Kaczrowski, Co-Presidents

We are very pleased that 2012 has been another great year for the Minnesota School-Age Care Alliance. We continue to utilize our three-year strategic plan to move the work of our organization forward. Last year's addition of a Director of Policy and Communications allowed MnSACA to start out the year with a more comprehensive communication plan. The highlight of this plan was a large rebranding project which included a new logo that better represented the essence of MnSACA.

An essential part of the communication plan included a new membership services platform that the organization began using this year. This new software, Members 360, allows each member to have a profile in which they can update their information, sign up for professional development offerings, access training certificates, and much more. In addition to providing better service to members, the software also allows for detailed tracking of member activity such as training attendance, membership history, and member involvement in the organization.

Improved quality of our relationship with members has allowed MnSACA to further its use of volunteers. We currently have dozens of regular volunteers who accomplish a wide variety of activities such as planning professional development events, contacting legislators about the importance of supporting out-of-school-time, staffing our annual conference, and advising our accreditation project. Some of these volunteers take leadership roles in the organization by joining the board of directors, chairing a committee, or executing specific events. These volunteers put in hundreds of hours of work each year, saving the organization money while enhancing its knowledge base and creative capacity.

As we leave 2012 behind, we begin planning for another year of strong membership, financial vitality, and most importantly, another year of positively impacting the lives of children through supporting the professionals who work with them and enhancing the quality of the programs that serve them.

MnAEYC-MnSACA Board of Directors

| | |
|------------------------|------------------|
| Co-Presidents..... | Tiffany Weeks |
| | Nancy Kaczrowski |
| Past President..... | Kyra Ostendorf |
| Secretary..... | Stephanie Thomas |
| MnSACA Treasurer | Lisa Wetzel |
| Policy Chair | Cisa Keller |
| Directors..... | Dean Wright |
| | Susan Besst |
| | Tosca Grimm |
| | Julie Murphy |
| | Delroy Tuorila |
| | Jason Daniel |
| | Dave Grote |
| | Mary Muhs |
| | Cory Woosley |
| | Cece Gran |
| | Mara O'Neil |
| | Gail Roberts |

A special acknowledgement to Cece Gran, Dave Grote, Mara O'Neil, Gail Roberts, and Susan Besst who completed their Board of Directors terms during 2012.

MnAEYC-MnSACA Staff

| | |
|------------------------------------------------|------------------|
| Executive Director..... | Sharon Bergen |
| Director of Policy and Communications | Sara Benzkofer |
| Program Director | Kim St. Marie |
| Project Staff..... | Aimee Bock |
| | Julie Leslie |
| | Kara Lomen |
| | Shelly Tollefson |
| | Barb Wagner |

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Sponsors

Join MnSACA in thanking our generous funders. The work of MnSACA would not be possible without the support of these organizations:

- MN Department of Human Services
- National Science Foundation (through Education Development Centers, Inc.)
- Our many conference sponsors and exhibitors

2012 – 2014 Strategic Goals and Objectives

- Retain, increase, and diversify membership
- Increase recognition of MnSACA and its programs
- Be a strong voice for professionals and quality programs
- Impact quality through professional development

Financial Report

MnSACA remains a strong and financially sound professional association. With the support of members, volunteers, sponsors, and funders MnSACA continues to serve its members and the broader out-of-school time profession.

MnSACA's revenues are generated largely from its major programs and, to a lesser extent, from membership revenues. Similarly, MnSACA's expenses are primarily related to the implementation of its programs including the annual state conference. MnSACA's financial reserves continue to support its ongoing operations during this challenging economic time. The MnSACA Board of Directors and staff are dedicated to seeking new revenue sources for MnSACA's work to rebuild lost reserves.

| REVENUES | |
|--------------------------|------------------|
| Membership | \$25,903 |
| Conference | \$127,510 |
| Professional Development | \$33,356 |
| MAAP | \$46,210 |
| Grant (NPASS) | \$36,203 |
| Other | \$2,531 |
| Total Income | \$271,713 |

| EXPENSES | |
|------------------------------------------|------------------|
| Administration Inc. Association Mgmt. | \$69,218 |
| Occupancy Expenses | \$4,365 |
| Personnel | \$75,142 |
| Program-related Expenses | \$143,338 |
| Total Expenses | \$292,063 |

| | |
|--------------------------------------|-------------------|
| Net Income/Impact to Reserves | \$(20,350) |
|--------------------------------------|-------------------|

MnSACA Mission

To promote quality out-of-school time programs and support leadership and development of out-of-school time professionals.

MnSACA is a Proud Affiliate of the National AfterSchool Association



Executive Director's Report

Submitted by Sharon Bergen



In 2012, MnSACA continued its focus on serving its members, professionals working in the out-of-school time field, providing high quality professional development, and enhancing the quality of programs for the benefit of children, youth, and their families. These three focus areas continue to define MnSACA's strategic plan and are the basis for the organization's on-going work.

Member Services

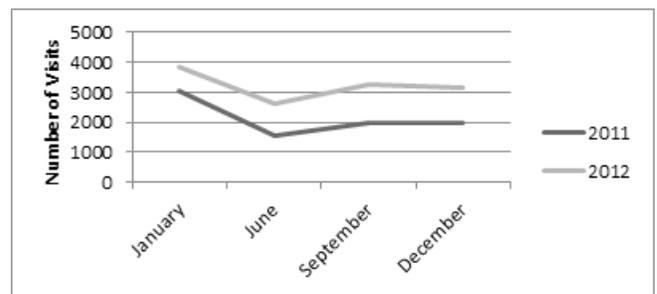
At the end of 2012 MnSACA is serving 591 members including members from 44 agencies (typically school districts). Of these members, 124 were new members in 2012. MnSACA members represent all areas of the state and a wide variety of roles within the out-of-school time profession. MnSACA members receive communications from the association through weekly E-News and a quarterly printed newsletter.

MnSACA serves its members in many ways. Truly, all of the activities of the organization, including the professional development programs and quality enhancement activities that are described in the sections that follow, are developed with the needs of members in mind. In 2012, MnSACA made a number of strategic investments to serve members more effectively and to enhance the overall visibility of the organization within and outside of the profession.

As mentioned in the Presidents' Letter, in spring of 2012, MnSACA and its collaborative partner, MnAEYC, completed a study of both organizations' brand and identity. As part of the rebranding process, MnSACA established the goal of better representing the professionals in the out-of-school time field and creating identifying logos for the organization and its programs that captured the vibrant, forward thinking nature of the organization and out-of-school time work.

In addition to a suite of logos, MnSACA and MnAEYC completed an update of the organizations' combined website. The results increased traffic to the website throughout the year as shown in the chart that follows which details the number of website visits at four points throughout 2012 as compared to the prior year.

The screenshot shows the top portion of a newsletter. At the top, it says 'Supporting Professionals and Promoting Quality' and 'Winter 2013'. The main headline is 'From Our Presidents' by Nancy Kaczowski and Tiffany Weeks. A quote from Henry Ford is featured: 'coming together is a beginning, keeping together is progress, and working together is success.' A table of contents on the right lists various articles with page numbers, such as 'Behind the Scenes' on page 3, 'The Real Scoop' on page 4, and 'St. Paul Childhood Center' on page 8.



website visits - 2011 vs. 2012

In addition to its updated website, MnSACA enhanced its online presence in 2012 through the use of social media outlets Facebook and Twitter. In January of 2012 the newly developed MnAEYC-MnSACA Facebook page had 61 fans. With revital-

ized focus on Facebook and Twitter the number of fans more than doubled by the end of 2012 to 160 fans.

MnSACA's website update also included the addition of a new membership portal, Members 360. This software allows MnSACA to better serve its members by gathering information about each member and enhancing communication with and between members. Throughout the year members have signed into the Members 360 portal, built profiles and used the software to register for and manage professional development opportunities. Expanded use of the capabilities of Members 360 is expected in the future.

MnSACA also serves its members through policy and advocacy work. MnSACA staff and its active Advisory Committee develop a policy agenda and represent members in a variety of policy and advocacy activities. Refer to the section that follows on page 7 for more details on MnSACA's 2012 policy and advocacy work.

In 2012 MnSACA took significant steps to deepen its relationship with the National Afterschool Association (NAA), the organization's national partner. NAA hired a new Executive Director in 2012 (Gina Warner) and a MnSACA member, Gretchen Yeager, was elected to the NAA Governing Board. MnSACA members participated in the NAA Annual Conference as attendees and as conference presenters. In addition, MnSACA's Executive Director was asked to serve on the NAA Professional Development Committee. The revitalized NAA is increasingly able to support MnSACA and other state affiliates in developing and implementing innovative programs and member services.

Professional Development

The provision of professional development continues to be one of MnSACA's primary programs. In 2012 MnSACA offered professional development in a number of ways. First, MnSACA continued to offer its well known and highly regarded annual

state conference. With the support of sponsors, exhibitors, and a grant from the MN Department of Human Services, MnSACA's 2012 conference, Building Bridges – Inspiring Action, was a great success. The conference attracted 853 attendees who benefitted from more than 70 sessions, 2 nationally known keynote speakers, and nearly 50 exhibits and Innovation Stations. Special thanks is due to the Conference Committee, led in 2012 by MnSACA members Lisa Walker and Marty Elmquist, for their outstanding work on this important member service.



In addition to the annual state conference, MnSACA also continued its tradition of offering the Summer Leadership Institute. In July, 2012, 142 early childhood and out-of-school time professionals gathered at Normandale Community College to spend a full day with Dr. Joan Patterson, an internationally known expert on Motivational Interviewing.

MnSACA also supports the professional development needs of its members through workshops and customized training on a wide variety of topics relevant to out-of-school time professionals. In 2012, MnSACA supported 32 such training sessions benefiting 463 participants.



MnSACA's popular professional development program, NPASS (National Program for After School

Science) completed its grant-funded period in 2012. Over the three years of this grant MnSACA supported 10 trainers working with 68 sites across Minnesota to provide cutting-edge STEM activities for school-age youth. NPASS trainers reached the following areas:

- Anoka Hennepin School District
- Eastern Carver County Schools (ISD 112)
- Fridley
- Minneapolis Public Schools
- Stillwater
- Bemidji
- Detroit Lakes
- St. James
- Onamia
- Forest Lake
- Pelican Rapids

MnSACA wishes to thank all of the trainers, school personnel, and out-of-school staff who participated in NPASS and helped to make this a very successful opportunity for hundreds of Minnesota's youth.

Enhancing Quality

mn SACA

minnesota afterschool accreditation program

The MN Afterschool Accreditation Program (MAAP), developed and sponsored by MnSACA, continued to thrive in 2012. In 2012, 18 programs earned accreditation through MAAP bringing the total number of MAAP accredited sites to 47.

The following school districts currently include at least one MAAP accredited site:

- Eastern Carver County Schools (ISD 112)
- Edina Public Schools
- Hopkins Public Schools
- Minneapolis Public Schools
- Burnsville Public Schools
- Roseville Public Schools
- Stillwater Public Schools
- Wayzata Public Schools
- White Bear Lake Public Schools

In 2012, seven sites were able to participate in MAAP with the support of a grant from the MN Department of Human Services (DHS). Grant funded sites received free coaching and fee assistance. In the fall of 2012, funds from DHS enabled MAAP to reach programs outside the metropolitan area. MAAP has enrolled programs from Farmington and the Watertown-Mayer School District that anticipate accreditation in 2013.

In addition to growth, 2012 was an important year for MAAP because MnSACA undertook an extensive review process evaluating both the MAAP quality standards and the process of achieving accreditation through MAAP. With significant leadership from MnSACA Program Director Kim St. Marie, more than 30 out-of-school time professionals participated in surveys, focus groups, and advisory panels providing comment and suggestion. A review of influential research and documents such as the newly distributed MN School-Age Indicators of Progress also impacted the MAAP revisions. The revised MAAP standards and process documents were released in October 2012, and the first programs accredited using the revised standards are expected in spring 2013. MnSACA acknowledges many generous volunteers who provided

their time and wisdom to the revision of MAAP and who have helped to strengthen this program that benefits many youth and their families.

Policy and Advocacy Achievements

MnAEYC-MnSACA's active Policy and Advocacy Advisory Group met monthly in 2012. The advisory team developed a public policy agenda, had a visible presence at the 2012 Legislative Session, and engaged the membership in advocacy activities.

MnAEYC-MnSACA provided regular and informative policy updates during the 2012 legislative session, created a robust public policy section on the website, and created site visit and advocacy toolkits.

MnAEYC-MnSACA, along with its early childhood and school-age partners, helped to pass legislation that added a list of standards that accrediting bodies need to meet to be recognized for the accreditation differential in the child care assistance program tiered reimbursement statute. The Department of Human Services was asked to create an application and implementation process and report back to the Legislature in 2013. MnAEYC-MnSACA has advised the Department of Human Services as they have developed an application and implementation process. Once the new process is in place, the Minnesota Afterschool Accreditation Program will apply to be recognized for the increased reimbursement rate.

The Minnesota's Future Coalition (of which MnAEYC-MnSACA is a member), the Start Early Funders Coalition, and other education organizations and thought leaders joined forces in June 2012 to commit to working with the public sector to significantly increase state funding to improve access to quality care and education in Minnesota. This collaboration, a first of its kind in advocacy for early childhood, is supported by a broad base of statewide organizations, representing early childhood, K-12, philanthropic and local chapters of national nonprofits. Supporters vary greatly in interest, size and geographic reach.



Supporting Professionals and Promoting Quality

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