



*Mission: To promote  
quality Out-of-School  
Time programs and  
support the leadership  
and development of  
Out-of-School Time  
professionals.*



# MnSACA's 2009 Annual Report

# President's Report 2009

*Submitted by Kris Rossow*

Time goes by so fast. It seems like only yesterday I was starting my journey as the president of MnSACA and now my journey is almost complete. I have served MnSACA in many capacities over the years and it is an experience that I would highly recommend to anyone working in the field. You have the opportunity to build relationships with really wonderful people while serving and supporting school age care in Minnesota.

2009 was a very busy year for MnSACA. We have continued our enhanced collaboration with the Minnesota Association for the Education of Young Children (MnAEYC). We have found it to be very beneficial to spend part of the MnSACA board meeting working with the MnAEYC board members. Members from both boards serve on committees and this time together gives us an opportunity to further the goals of our two organizations.

The Joint Steering Council has worked hard to streamline processes and create processes where none have existed in order to eliminate duplication of efforts where possible. We now have consistent personnel policies and we just finished revising our bylaws.

The goal of the Fund and Resource Development Committee is to ensure sustainability of the enhanced collaboration. Through this work MnSACA is in year one of a three year grant from the National Partnership on After School Science (NPASS). The goal of the grant is to increase the capacity of after school programs to offer extended hands-on science projects. We have 50 sites working with 14 trainers to offer science curriculum before and after school.

The goal of the Communication Committee was to create a consistent message for MnSACA and MnAEYC. Our tagline is now, "MnAEYC and MnSACA Supporting Professionals and Promoting Quality." They were also given the task of redesigning the website. I hope you have visited our new website at [www.mnaeyc-mnsaca.org](http://www.mnaeyc-mnsaca.org).

The Membership Committee is working on keeping us connected with members. If you haven't already, please become a friend of MnSACA on Facebook, and we hope you take the time to visit us at the membership table during the conference.

The Professional Development Committee has been very busy in 2009. Not only do they work on putting together a great annual conference but MnSACA has also been creating a statewide accreditation system. When the National Afterschool Association decided they could no longer support accreditation, MnSACA began familiarizing itself with different school age accreditation options. We decided that there was not a good option for Minnesota so we are working with the New York affiliate on a state model. We currently have 13 programs going through the accreditation pilot, and we hope that it will be ready for all programs this summer.

I want to thank everyone who works so hard to keep our organization running. I have had the honor of working with Brian Siverson-Hall, our executive director, and the wonderful board members. We also have a large number of volunteers without whom we would only be able to do a small fraction of the work. I am truly fortunate to have had the privilege of working with these wonderful people.

I am happy to report that Cece Gran and Kim St. Marie have begun their terms as co-presidents of MnSACA for 2010 and 2011. I am excited to work with them and help them further the work of MnSACA.

Kris Rossow  
MnSACA 2009 President

# Executive Director's Report

*Submitted by Brian Siverson-Hall*

2009 marked a year of continued collaboration, expansion of professional development opportunities, a renewed commitment to program improvement and accreditation, pursuit of service to the afterschool profession, and a successful financial year in a very difficult year overall for the non-profit field.

The year started out on a high note with the combining of the annual conferences of MnSACA and the Minnesota Association for the Education of Young Children (MnAEYC). This unique collaboration ended up bringing 1,000 early childhood and afterschool professionals together to the Saint Paul RiverCentre for two days of learning, networking, and celebrating the work we all do on behalf of children and families everyday. The energy at the event was palpable in the hallways and the workshop rooms. In addition to providing great support for the field, it also gained a positive financial result for both membership organizations. The theme of "Connecting for Minnesota's Children" really captured the spirit of the collaboration and allowed all participants to learn from each other to best serve children from birth to youth in Minnesota.

We released the third edition of our popular "Professional Development Resource" brochure. This newest release contains over 140 professional development workshops from our certified trainers with the option to bring workshops directly to programs. We continued with our Fall and Spring Training series as well as our summer leadership institute. Another component of our professional development offerings which was further developed this past year is our tiered services. This is where we focus on mentoring, coaching and technical assistance for both individuals and programs. We believe this is beneficial to the field and will be an important component of our professional development services for years to come.

I want to thank all of the people who volunteered on our accreditation task force this past year. Their work combined with the efforts of our staff, Lisa Walker and Amy Loechler, resulted in the pilot of the Minnesota Afterschool Accreditation Project. Lisa provided a detailed summary of the work which is included in our annual

report. This new project was a strong statement from the organization on the importance of program improvement and accreditation.

Last year at the National Afterschool Association conference, our national organization partnered with the National Elementary School Principals Association. I am pleased to report that this has resulted in a local partnership with the Minnesota chapter of elementary school principals. I have been working with Fred Storti from MESPA, and we will continue to write some joint position statements as well as convene some joint professional development opportunities highlighting the important link between the school day and the afterschool portion of children's lives.

Our membership continues to hold steady around 700 members. We have not changed our prices for membership since 2006 and continue to do all we can to provide excellent benefits and opportunities for our members.

Our Board of Directors continues to lead effectively. We develop a strategic plan of action every year and the members of the Board carry out this plan. I appreciate their vision, passion for the organization, and the support they show which helps me carry out the mission and work of MnSACA.

I am also pleased to announce that MnSACA successfully completed the year by making our budget, which you can see in the finance section of the annual report. While this does not seem glamorous, it is an important indicator of the continued health of our organization. My heart sank every time I read about important non-profit organizations either scaling back operations or closing down completely this past year in Minnesota. We continue to be lean and nimble at MnSACA and are pleased to report we expanded our work in a year when many were unable to do so for a variety of reasons.

A special note of thanks to Kris Rossow who ended her two year term as MnSACA Board President in December of 2009. Kris has been a diligent and positive leader for our organization.

*Executive Director's Report continued on page 4*



We ended the year in November with the release of our new tagline, "Supporting Professionals, Promoting Quality." I will end this report by stating I believe this is the goal of our organization and it is my hope that our membership, staff, board, and collaborative partners see this interwoven through our initiatives, attitude, and approach to the field.

## MnSACA Membership

### *Highlights of the year included:*

- February annual conference held jointly with MnAEYC with 1,000 total attendees. This was a fantastic event which brought our two organizations together in one setting.
- New merchandise offering at the conference included a hooded sweatshirt with connected puzzle pieces of MnSACA and MnAEYC. "Connecting for Kids" was the theme of the merchandise and the conference.
- Conference Member Social event at the RiverCentre.
- Over 50 Scholarships were given to members to attend the Annual Conference.
- Field trip initiatives included: Circus Juventas, Old Log Theater, Will Hale and the Tadpole Parade and The Minnesota Lynx.
- We offer both individual and agency memberships. Our membership for 2009 was 705 members.
- Membership Award Winners for 2009: Lisa Walker, Lifetime Achievement Award; Tiffany Weeks, Award of Excellence.

## Minnesota Afterschool Accreditation Project (MAAP)

In September of 2008 the National Afterschool Association (NAA) discontinued its after school accreditation efforts and transferred its support to the Council on Accreditation (COA). MnSACA assisted in this process as part of its work with NAA. Upon the completion of this transferred process MnSACA convened the MN Accreditation Task Force to review the options for the state of MN. The task force is made up of professionals from the field that represents MN and accreditation. After reviewing accreditation bodies, the task force decided to support the development of a state accreditation system. The MN Department of Human Services is also supporting this system by continuing the 50% reimbursement of accreditation fees upon successful completion of the accreditation visit. MN along with New York are working together to launch this new state system. Like NAA the system is built on self-study and continuous program improvement. Other tools that are supported within this system are SACERS and YPQA. Applications were taken for this pilot project in August of 2009. Work kicked off with 13 programs in October of 2009. These programs will receive visits in April and May of 2010. Launch of the entire system will be the summer of 2010. The following programs are participants in this pilot project:

Burnsville Project KIDS @ Byrne  
Edina KIDS Club @ Cornelia  
Hopkins Kids & Company @ Alice Smith  
Hopkins Kids & Company @ Gatewood  
Minneapolis Kids @ Armatage  
Roseville Friendship Connection @ Falcon Heights  
Roseville Friendship Connection @ Edgerton  
Roseville Friendship Connection @ Little Canada  
Stillwater Adventure Club @ Withrow  
Stillwater Adventure Club @ Afton  
Wayzata Home Base @ Gleason Lake  
Wayzata Home Base @ Plymouth Creek  
Our Space, Hopkins

# MnSACA Public Advocacy Committee

During 2009, MnAEYC/MnSACA worked on a number of efforts on behalf of children and their families, mostly around the activities of the Legislature.

The state faced a \$6.4 billion budget deficit heading into the 2009 Legislative Session, making it difficult to achieve increased resources for children. Towards this end:

- MnSACA/MnAEYC joined the legislative advocacy efforts of other early childhood care and education organizations, particularly Child Care Works, Youth Community Connections, and Ready 4 K, in communicating our priorities to legislators.
- We signed several important letters, along with more than a dozen other organizations, opposing proposed cuts to child care, and helped turn people out to the annual Voices for Children Advocacy Day at the Capitol.
- MnAEYC/MnSACA joined an alliance of early childhood organizations to develop a shared policy recommendation for Minnesota's next governor.
- Our members submitted over 800 postcards to legislators across the state urging them to not cut programs for children.
- Over 800 people joined the email network.
- Our quarterly email newsletter was expanded to include an "Advocacy Corner" and was integrated more fully into our improved website.

## 2009 Legislative Session Update

The 2009 legislative session began with Minnesota facing an unprecedented \$6.4 billion budget deficit. With the Governor and the Legislature having sharp differences over how to solve the budget challenge amid a national economic recession, it was clear that it would be difficult to achieve increased resources for young children.

Working with our allies, MnAEYC/MnSACA forged ahead with a message to Legislators that tough economic times are exactly the wrong time to eliminate funding for early care and education. What's clear now is that the work we all have done over the past seven years paid off — Legislators finally got it and **did not recommend any cuts to early care and education programs in 2009.**

Key legislative outcomes include:

- Legislation passed in 2009 established a quality rating system framework to shift all programs towards high quality, and it included a study to determine how to move child care programs from the Department of Human Services to the Department of Education.
- Federal stimulus dollars brought Minnesota \$26 million in new funding for child care-related services, including funding to continue the quality rating system pilot, funding for providers to improve their quality in preparation for implementation of a QRIS, and funding to reduce the Basic Sliding Fee child care waiting list.
- Though it was not re-authorized in 2009, MnSACA continued our partnership with Youth Community Connections and the McKnight Foundation for support of the Afterschool Community Learning Opportunities Act.

MnSACA is a proud state affiliate of this national organization:



# Finance Committee

## Income

Membership Dues	\$32,343
Conference Registration Exhibitor	\$133,342
Prof. Development Registration	\$17,580
Sponsor/Donation Income	\$31,564
Silent Auction	\$3,886
Grant Income	\$1,147
Interest Income	\$92,730
Accreditation Project/Sales Income	\$100
	\$10,822

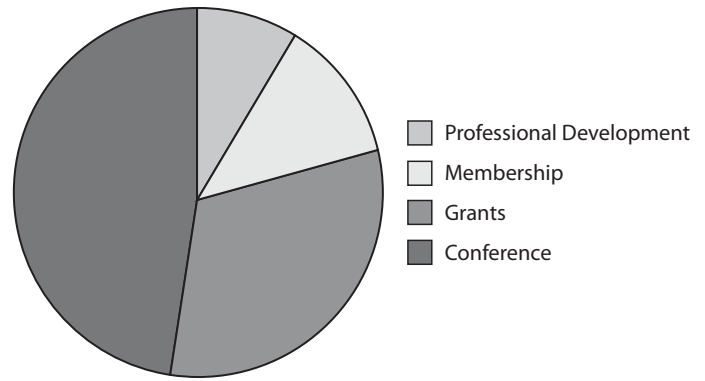
**Total Income** **\$323,515**

## Expenses

Administrative Fees	\$25
Awards	\$485
Bank Fees	\$3,252
Conference Registration	\$17,672
Contracted Services	\$49,317
Salary and Benefits	\$46,300
Facility Rental	\$24,673
Food	\$51,521
General Supplies	\$6,141
Hotel Accommodations	\$2,621
Insurance	\$2,650
Membership Dues	\$5,277
Merchandise Supplies	\$2,304
Mileage/Transportation	\$4,153
Postage	\$2,575
Printing	\$13,916
Professional Fees/Audit	\$37,467
Rent	\$3,877
Scholarships/Sponsorships	\$650
Speakers Fees	\$20,778
Telephone	\$2,743
Website	\$3,411

**Total Expenses** **\$301,810**

**Net Income** **\$21,705**



## Revenue by Percentage:

Professional Development:	10%
Membership:	12%
Foundation/Other Grants:	30%
Conference:	48%

	<b>Restricted Funds:</b>	<b>Unrestricted Funds:</b>
Revenue:	\$98,645	\$224,870
Expense:	\$119,579	\$182,231
Final:	\$(20,934)	\$42,639

## Finance/Fund Development

*Submitted by Brian Siverson-Hall and Deb Skogheim*

The finance initiative reviews, identifies, and recommends potential financial policies. In addition, the finance initiative is helping to align the budgeting process with the strategic planning process of the board.

2009 marked another successful year on the financial side for MnSACA. The year started out on a positive note with the combining of our annual conference with MnAEYC which resulted in significant revenue for the organization. We continued to work hard on the Fund Development Initiative with 30% of our revenue raised through grant writing. The earned income categories of Professional Development and Membership combined make up 22% of our revenue. Our overall revenue in 2008 was \$313,000 while in 2009 it was \$323,000. Expenditures went from \$283,000 to \$301,000. MnSACA recognizes the support of its membership through their dues and through accessing our various professional development options.

# MnSACA Board of Directors

## *Executive Board*

**President:** Kris Rossow  
**Past President:** Cory Woosley  
**President Elect:** Kim St. Marie and CeCe Gran  
**Secretary:** Shannon Lund  
**Treasurer:** Stephanie Thomas

## *Board Members*

**Becky Beane**, Wicoie Nandagidendan Early Childhood Immersion: Minneapolis: Community Based  
**Susan Estabrooks-Anderson**, Verndale 21st Century: Verndale: Community Based/Greater MN  
**CeCe Gran**, Minnesota Youth Work Institute: Minneapolis: Youth  
**Tosca Grimm**, Our Space, Hopkins: Community Based  
**Wanda Hill**, Prominence Educational Consulting: Minneapolis: At-Large  
**Emily Holder**, Saint Paul Discovery Club, Saint Paul: School Based  
**Stacy Lindhart**, Kids of Christ Learning Center, Zumbrota: Faith Based  
**Shannon Lund**, Hopkins Kids and Company, Hopkins: School Based  
**Julie Murphy**, West 7th Community Center, Saint Paul: Community Based  
**Kris Rossow**, Roseville Friendship Connection, Roseville: School Based  
**Christina Schwartz**, T.E.A.C.H., Saint Paul: CCRR  
**Deb Skogheim**, Wayzata Home Base, Wayzata: School Based  
**Kim St. Marie**, Zumbrota Cougar Care, Zumbrota: School Based  
**Anne Stevenson**, 4-H, U of M Extension, Minneapolis: Youth  
**Stephanie Thomas**, YMCA of Metropolitan Mpls, Minneapolis: Community Based  
**Tiffany Weeks**, Anoka Adventures Plus, Anoka: School Based  
**Lisa Wetzel**, Faribault Kid's World, Faribault: School Based

## *Liaison to the Board*

**Lisa Walker**, Program Improvement and Accreditation

## *Executive Director*

**Brian Siverson-Hall**



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**Visit MNSACA on the Web: [www.mnaeyc-mnsaca.org](http://www.mnaeyc-mnsaca.org)**