Annual Report

2016-2017

The Midwest Principals’ Center helps principals and educational leaders create and guide effective schools by enriching their leadership, affiliation and knowledge.

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# Program Highlights

*The MPC is governed by practicing school principals and has, as its primary purpose, the professional development of principals and other leaders.*

## Planned and implemented a rigorous schedule for 2016-2017

* 7 major events
	+ Visible Learning 2-day series, Conference on Learning, Jim Knight, Robert Brooks, Marc Brackett, Eric Jensen, Rick Wormeli
* 8 Legal Breakfasts
	+ Presented by Franczek Radelet
	+ 4 in Addison with Adobe Connect
	+ 4 in Crestwood
* 1 Legal Seminar
	+ Presented by Franczek Radelet
* Gender Inclusive Workshop

Presented by Illinois Safe Schools Alliance

* New Initiative – MPC EdCamp for Leaders
	+ Planned by MPC sub-committee
	+ Wrote for and received $200 grant from the EdCamp Foundation

## Current Membership

* 109 MPC individual partner members
* 96 school or school district partnerships

## MPC is now an Illinois recognized provider for professional development hours

* IncludesIllinoisAdministrator’s Academy Credit
* Licensed to provide Continuing Education Units

## Developed newly designed digital 2016-17 MPC Program Guide

* Posted on MPC website and emailed to general membership
* Created updated program guide for 2017-18 events

##

## Created one-page 2017-18 MPC Program Brochure

* Hard copy will be sent to MPC’s main mailing (3700) through bulk mailing
* Will be used for marketing purposed at future events

## Planned and implemented marketing/branding to increase interest in MPC

* Includes new banner, two new tablecloths, new placard signs, folders, pens, beverage coasters
* All products include newly designed MPC logo

## MPC is a member of the Illinois Professional Development Providers Collaborative

* Actively participates in phone conferences regarding relevant PD issues

# Financial Summary

**Successfully planned and implemented 2016-17 MPC budget**

* **1st year MPC staff took total responsibility for all financial operations**
	+ Includes accounting, issuance of checks, invoicing, depositing, registrations, refunding, payroll, tax documentation, and financial reports
	+ MPC staff now enters all financial payments into appropriate accounts in QuickBooks

**Total program registrations exceeded target counts**

**Negotiated significant reduction in the DuPage ROE service agreement**

* Reduction from $22,000 to $9,230
* Reduction from $29,000 to $22,000

**Completed payment for new registration system**

* Paid in 1 year instead of over 2 years

**MPC strives to be transparent in all its financial responsibilities.**

* **To this end MPC has contracted Knutte & Associates, P.C. to conduct a fair and impartial audit of all financial transactions. In the successfully completed 2016 Audit, Knutte & Associates P.C. stated:**
	+ “We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period”.
	+ “At June 30, 2016, the Organization has established full accounting systems and controls”.

**All insurance policies were updated and added a new Crime Policy. (Travelers)**

# Technology Overview

**Planned and implemented new online registration system that is integrated in to the MPC website**

**Using WordPress, Member Mouse, and Event Expresso, MPC staff entered all information for 2016-17 programs, registration costs, videos, photos with periodic updates throughout the year**

**MPC now can track members and registrations for all events through computer and smart phone**

**Implemented new email marketing system for enhanced emails, wider distribution, and analytic data results**

**Planned and completed total digital 2017-18 MPC Program Guide**

* Includes accounting, issuance of checks, invoicing, depositing, registrations, refunding, payroll, tax documentation, and financial reports
* MPC staff now enters all financial payments into appropriate accounts in QuickBooks

**Implemented use of Wi-Fi hotspot for use at events and board meetings**

**Provided online access to all board meetings and Addison legal breakfasts through Adobe Connect**

**Actively participates in social media to promote events and provide educational information**

* Twitter – 2700 followers
* LinkedIn – 2200 followers
* Facebook – 71 followers
* MPC periodically participates in the IL EdChat on Monday evenings

# Partnership Highlights

## Successfully formed partnerships and collaborated with multiple professional organizations during 2016-17

## IL ASCD

## Conference on Learning & Expo

Successfully participated and collaborated with IL ASCD on October 2016 at Roosevelt University in Schaumburg

## Eric Jensen and Rick Wormeli

Partnered with IL ASCD for the March 23 Eric Jensen event at Medinah Shriner Banquets in Addison and the April 18th Rick Wormeli event held at Bobak’s Signature Events in Woodridge

-shared proportional expenses (contract fees, venue rental and catering costs)

-MPC was responsible for providing event folders with presentation materials, day of registration materials, professional development hours, Illinois Administrator’s Academy credit and Continuing Education Units

* **2017-18 Event** **Planning**

Working together to provide Michael Fullan on November 8, 2017 and Justin Baeder on November 30, 2017 and February 8, 2018. Also, planning to participate together on the Lead and Learn 17 Conference (formerly The Conference on Learning and Expo) October 25 & 26, 2017

## Illinois Safe Schools Alliance

## Gender inclusive Workshop

Collaborated on February 2017 Medinah Shrine Center in Addison Extended information from the Legal Breakfast held that morning.

## Center for the Study of Education Policy at Illinois State University

Collaborate to provide resources and educational information that benefits both organizations

## Collaborative for Academic Social and Emotional Learning (CASAL) and Illinois Association of School Social Workers (IASSW)

* Collaborated to promote MPC events and participated in several MPC events

## DuPage ROE

* + MPC and ROE are planning the Jennifer Serravallo event on October 5, 2017
	+ Collaborated with DuPage staff regarding Illinois AAC for 2017-18 programs events

## Illinois Reading Council (IRC)

* IRC – planning a follow-up book club to take place after the Jennifer Serravallo presentation using Jennifer’s Reading Strategies book

## Illinois Consortium for 21st Century Schools (ILC21)

* + Collaborating with ILC21 to present MindQuest21 Project-Based Learning Team Institute on June 25-17. 2017 at Medinah Shriner Banquets in Addison
	+ MPC is promoting the event through MPC email marketing and providing professional development credit to participants

## Northwest Collaborative for Instructional Leadership Development (NCILD)

## Includes IL ASCD, Roosevelt University, Illinois Association for Gifted Children (IAGC), and **Illinois Association of Latino Administrators and Superintendents (IALAS)**

* + Had two meetings – events put on hold by Roosevelt University

# Looking Ahead: Goals 2017-18

1. Improve online registration system
2. Increase email marketing
3. Continue partnership and collaboration with DuPage ROE, IRC and IL ASCD
4. Explore and consider new partnerships that promote and/or enhance MPC mission
5. Reduce costs of operations where possible
6. Expand use of social media
7. Consider use of technology to reduce paper and postal mailings
8. Develop 2018-19 program to include topics and presenters that MPC membership are willing to leave their buildings to attend

# Contact Information

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