



Annual Report

2018-2019

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

Midwest Principals' Center

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The MPC is governed by practicing school principals and has, as its primary purpose, the professional

Program Highlights

Planned and implemented a rigorous schedule for 2018-2019

- 9 major events
 - Justin Baeder, Yong Zhao, Hector Montenegro, Jo Boaler, The NewseumEd, Jennifer Serravallo, Kristin Souers, Diane Sweeney, and Beverly Manigo
- 8 Legal Breakfasts
 - Presented by Darcy Kriha (KrihaLaw)
 - 4 in Addison
 - 4 in Crestwood
 - (doubled registered participants over previous years(doubled registered participants over previous years
- MPC EdCamp for Leaders
 - In conjunction with the D207 Teacher EdCamp
 - doubled registered participants over previous EdCamp

Current Membership

- 71 MPC individual partner members
- 92 school or school district partnerships

MPC is an Illinois recognized provider for professional development hours

- Includes Illinois Administrator's Academy Credit
- Licensed to provide Continuing Education Units
- A Chicago Public School Approved Vendor
- Licensed to provide CEU's for social workers and school psychologists

Developed digital 2018-19 MPC Program Guide

- Posted on MPC website and emailed to general membership in May 2019
- Created updated program guide for 2019-20 events

New office location search and negotiated 2-year lease

- New Address began June 1, 2018: 2815 Forbs Ave Suite 107, Hoffman Estates, IL 60192
- Internally moved to a new office with outside windows included

New Co-Director Denise Welter successfully completed her first year.

Significant increase in participation at MPC events

- Total paid registrations during the 2018-19 year were 2,030 as compared to the 2017-18 program year total of 1176. (Increase of +854)
- Total Legal Breakfasts and EdCamp registrations totaled 318 as compared to last year total of 192. (an increase of +126)

Successfully responded to an ISBE Illinois Professional Development Provider Audit

- Provided ISBE with complete documentation from July 1, 2017 to June 30, 2018. This documentation included the following from 12 identified MPC events: all sign-in sheets, data from all exit evaluations, completed form 73-58s, and cover letters.

New Emerging Leaders Academy successfully implemented.

- Began year with 18 registrants.

Planned and implemented marketing/branding to increase interest in MPC

- Includes additional banner, folders, pens, note pads, and clippits
- All products include MPC logo

Financial Summary

Successfully planned and implemented 2018-19 MPC budget

- **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 enters all financial payments into appropriate accounts in QuickBooks
 - Monthly reports and documentation provided to MPC Treasurer and to MPC Executive Board Meetings

For the second year in a row, total program registrations exceeded target counts

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 2018 Audit, Knutte & Associates P.C. stated:

- This is the most important part of the audit which is the audit opinion. This is the unqualified audit opinion which means we did not find any major issues when auditing the financial statements.
- Cash Balance is increasing which indicates better financial health. Large increase in deferred revenue as there was a large amount of collections for 2019-20 prior to 6/30/18.
- Revenue is up from prior years as is expenses which is reasonable as more events were offered. Almost at the breakeven point where revenues and expenses meet which is what you are aiming for as you would like events and membership fees to cover the cost of the programs.
- As indicated before cash is building which is making the Organization more healthy as you have liquid assets to cover unforeseen expenses

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Reduction of costs for office space offset with increased cost of employees due to longer hours required.

All insurance policies were updated and includes a Crime Policy. (Travelers)



Technology Review

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Continued Implementation and updates to the MPC online registration system that is integrated into the MPC website. Using WordPress, Member Mouse, and Event Espresso, MPC staff entered all information for 2018-19 programs, registration costs, videos, photos with periodic updates throughout the year.

Began Early Bird pricing and selling of presenters' books included with registration fee.

MPC tracks members and registrations for all events through computers and smart phones

Implemented email marketing system for enhanced emails, wider distribution, and analytic data results through Mail Chimp. Increased to 4,600 email data base

Continued use of Zoom to remotely connect board members to board meetings

Planned and completed total digital 2019-20 MPC Program Guide using Adobe Creative Cloud software

Implemented use of Wi-Fi hotspot for use at events and board meetings. Provided online access to all board meetings

Migration of MPC email addresses, new drives, sharing and calendar through G Suite by Google.

Use of new high-speed scanner to digitize files and save office space. This has been extremely valuable

Moved Web server from JIKOMetrics to WP Engine.

Purchase of high speed printer, high speed scanner, three new HP laptop computers, portable battery for laptop use, LCD projector with speakers, and cart.

Actively participated in social media to promote events and provide educational information

- Twitter – 3133 followers (2935 followers last year)
- LinkedIn – 3440 connections (2990 connections last year)
- Facebook – 71 followers

Partnership Highlights

Successfully formed partnerships and collaborated with multiple professional organizations during 2018-19

IL ASCD

- **Justin Baeder, Yong Zhao, and Kristin Souers**

Partnered with IL ASCD for the August 2, 2018 administrator assistant “Delivering High-Performance Customer Service at Your School”, the Oct. 4, 2018 Yong Zhao “World class Learners: Educating Creative and Entrepreneurial Students, and the Kristin Souers “Fostering a Trauma Sensitive Learning Environment: A Team Approach.

-shared proportional expenses (contract fees, ROE processing 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, Continuing Education Units, and CEUs.

- **2019-20 Event Planning**

Working together to provide Justin Baeder on August 1, 2019, Peter DeWitt on October 3, 2019, and Anthony Muhammed on December 11, 2019.

Illinois Professional Development Providers Collaborative

- Actively participates in phone conferences regarding relevant PD issues

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 (CASEL) and Illinois Association of School Social Workers (IASSW)

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

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DuPage ROE

- Collaboration with DuPage Row to provide Illinois Administrator Academy courses

Maine Township School District 207

- Collaborate together to participate in the EdCamp for Leaders

Roosevelt University

- MPC participates in classes designed for aspiring educational leaders.

Looking Ahead: Goals 2019-20

1. Continue to 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. Develop 2019-20 program to include topics and presenters that MPC membership are willing to leave their buildings to attend. Offer more professional development when appropriate.
 8. Pursue contacts and email address of CPS principals and other educational leaders
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Testimonials

“I would say that the program we have developed this past year, and the way we went about communicating with member districts, securing a lot of early registrations, has been marvelous for the financial health of the organization. We've developed some impressive momentum! Thanks for all of your hard work.”

-Anthony J. Murray, Ed.D., Principal, Lincoln Middle School. Park Ridge D64

"As it has done for decades, Midwest Principals' Center continues to provide high quality, large scale professional learning opportunities on meaningful and important topics to thousands of school leaders each year. It cannot be understated how important it is that there is a grassroots organization led by practicing principals and administrators. Having forward-thinking practitioners identify the topics is critical and Midwest Principals' Center is actually able to bring these educational thought leaders directly to us in-person."

-Jason Klein, Principal, Winston Campus Junior High School, CCSD 15

The Midwest Principals' Center continues to be a wonderful resource and support to my colleagues and me. Your efforts to secure professional learning and networking opportunities that truly reflects the interests of school leaders has been so beneficial to our growth and continuous improvement. I have greatly appreciated being able to bring our school leadership teams as well as participate with my principal colleagues at numerous workshop opportunities over the years

-Akemi Sessler, Principal, Dryden Elementary School, Arlington Hts.D25

MPC participants comment on the strongest aspects of its events:

“Having conversations with my school colleagues as we processed information presented & applied concepts to our school setting.”

” Validates past work we have implemented at the school and district level, but highlights work still to be done.”

“I will go back to the district with many takeaways, not just one or two.”

“The ability to interact with other district representatives to identify additional resources that can be implemented into our program”

“It’s always great to hear from National authors close to home.”

“Knowledge and research of presenter; opportunity for collaborative professional discussion w/colleagues.”

“The collaborative time spent with members of my own district in which we engaged in collective reflection and problem solving.”

Contact Information



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