

National Middle School Association

2009–2010 Annual Report

A Message from the President

National Middle School Association experienced a year of change, growth, and opportunities. It went through an extensive national search for a new executive director and was pleased to select Dr. Drew Allbritten to lead NMSA into the future.

The Board of Trustees has chosen to bring forth a name change to the membership in April of 2011 so that NMSA would become the Association for Middle Level Education as recommended by the 2010 Task Force. The Association continues to provide service to middle level educators across the country and internationally through current research, institutes, conferences, webinars, tweets, site based assessment, professional development, books, and periodicals.

The annual conference in Indianapolis was a success and the new version of *This We Believe* was released. This book continues to impact, influence, and inspire pedagogy that enhances middle level education. The 21st Century Classroom continues to highlight the use of technology in education and motivate school districts to implement the ideas for their students.

Advocacy work continues on the national, state, and local levels to make middle level philosophy and pedagogy an entity when education is discussed.

National Middle School Association is at a crossroads in its growth and the years ahead look bright and promising.

Regards,



Cathie Thibodeau

Cathie Thibodeau
2009–2010 NMSA President



Conferences and Events

- Extensive support by the host state (Indiana) for the annual conference. Highlights:
 - ♦ Over 10,000 miles driven by the IMLEA executive director to advertise the conference face-to-face with superintendents across the state
 - ♦ Proclamation by the Indiana House supporting the conference and urging districts to send their middle grades educators
 - ♦ A waiver from State Superintendent Tony Bennett to allow schools to take Friday of the conference off and not have it count against their 180 days
- The second 21st Century Classroom featuring Fanning Howey Architects and the Skillman Corporation
 - ♦ 63 companies/organizations provided pro bono labor, materials, and technology. Value of \$650,000
- The Higher Education Symposium was moved to be a pre-conference day for the 2010 conference in Baltimore.
- The Leadership Institutes in Santa Ana Pueblo, NM and Fort Lauderdale, FL were very well attended and received high marks on attendee evaluations.
- Brought the Leadership Institutes to a new model for use by a state organization as a pre-conference meeting at the Tennessee Association of Middle Schools.
- Middle Level Essentials was held for the second year in a row in Las Vegas. Additional budget cuts in Nevada hampered local attendance and kept the numbers lower than the previous year.
- Worked with the Maryland Department of Education to plan, advertise, and facilitate long-term leadership training and workshops preceding and following the conference in Baltimore.

Member and Affiliate Services

- Finished the fiscal year with 22,772 members in more than 6,500 middle schools around the world.
- Provided extensive on-site professional development to more than 120 schools and districts worldwide.
- Awarded, in collaboration with Pearson, the Teams That Make a Difference awards.
- Created an Affiliate Task Force with the goal of increasing collaboration between NMSA and its 57 affiliate organizations.



Association Development and Outreach

- Implemented new School Improvement Assessment product based on 16 characteristics of *This We Believe: Keys to Educating Young Adolescents*.
- Worked as a member of the Learning First Alliance to develop key messages on school improvement.
- Added National Youth Leadership Council as a Month of the Young Adolescent partner and co-developed plans for free school tours for National Youth Day Out.
- Served on advisory group for America's Promise Alliance.
- Continued our collaboration on the Middle School Portal 2, Math and Science Pathways project with The Ohio State University College of Education and Human Ecology, School of Teaching and Learning and Education Development Center, Inc. This project is funded by the National Science Foundation.

Publications

- Professional books:
 - ♦ *Voices of Experience: Perspectives from Successful Middle Level Leaders*, Sue Swaim & Patti Kinney.
 - ♦ *Learning Station Models for Middle Grades*, Nancy Kolodziej, January 2010 book club.
 - ♦ *Cemeteries: Alive With Learning*, Barbara Kissling, May 2010 book club.
 - ♦ *Slices of Life: Managing Dilemmas in Middle Grades Teaching*, David Mandzuk & Shelley Hasinoff.
 - ♦ *Teaming Rocks! Collaborate in Powerful Ways to Ensure Student Success*, Jill Spencer, October 2010 book club.
- Published the 2010 edition of the *Middle Level Education Research Annual*, a benefit to Institutional Club members.
- Co-published with NCTM, *The Peak in the Middle: Developing Mathematically Gifted Students in the Middle Grades*, Mark Saul, Linda Sheffield & Susan Assouline.
- Updated This I Believe poster and flyer to match the 2010 edition of *This We Believe*.
- In August 2010, initiated a pay-per-article model for *Middle School Journal (MSJ)* and *Middle Ground* articles.
- Welcomed Karen Swanson as associate editor of *RMLE Online*. Will transition to full editor starting July 2011.
- Instituted the Editorial Manager online manuscript submission and review system with *RMLE Online*. Has been in use for *MSJ* for a year and a half.
- Developed and tested an eCommerce model for NMSA articles. Starting in Fall 2010, downloadable periodicals and individual articles are available for purchase online.



National Middle School Association

Statement of Financial Position

(for years ending June 30, 2009 & June 30, 2010)

<i>Assets</i>	<i>2010</i>	<i>2009</i>
Current Assets		
Cash & Cash Equivalents	\$ 2,060,818	\$ 1,469,907
Accounts Receivable, net	487,133	355,100
Publications Inventory, net	219,617	233,688
Prepaid Expenses, deposits & other assets	331,634	217,618
Total Current Assets	3,099,202	2,276,313
Property & Equipment		
Furniture & Fixtures	272,501	272,501
Computer Equipment, office equipment & software	754,630	619,787
Leasehold Improvements	45,719	45,719
Software Development in Progress	—	340,716
	1,702,850	1,278,723
Less: Accumulated Depreciation & Amortization	(585,728)	(785,142)
Total Property & Equipment	487,122	493,581
Other Assets		
Preproduction Costs, net	49,448	66,063
Total Other Assets	49,448	66,063
Total Assets	\$ 3,635,772	\$ 2,835,957
Liabilities & Net Assets		
Current Liabilities		
Accounts Payable & Accrued Liabilities	\$ 181,151	\$ 291,569
Accrued Payroll & Related Liabilities	106,578	154,165
Deferred Revenue	1,327,161	1,496,115
Current Portion of Capital Lease	59,696	—
Total Current Liabilities	1,674,586	1,941,849
Long-term Liabilities		
Capital Lease, less current position	91,203	—
Refundable Advance	60,000	40,000
Total Long-term Liabilities	151,203	40,000
Total Liabilities	1,825,789	1,981,849
Net Assets		
Unrestricted:		
Designated	85,840	79,469
Undesignated	1,724,143	774,639
Total Net Assets	1,809,983	854,108
Total Liabilities & Net Assets	\$ 3,635,772	\$ 2,835,957



National Middle School Association

Statements of Activities & Changes in Net Assets

(for years ending June 30, 2009 & June 30, 2010)

	2010	2009
Unrestricted Revenue		
Membership/subscriptions	\$ 1,355,720	\$ 1,503,304
Publications	703,417	829,183
Annual Conference	1,967,297	1,726,509
Professional Development Programs	1,125,342	1,102,480
Miscellaneous Income	59,959	35,035
Advertising Revenue	228,055	204,913
Sponsor Revenue	215,453	257,623
Grant Income	245,125	80,606
Total Revenues	5,900,368	5,739,653
Cost of Goods Sold	245,530	450,420
Total Gross Profit	5,654,838	5,289,233
Expenses		
Program Services:		
Membership	674,482	811,843
Publications	404,649	592,443
Annual Conference	1,149,653	1,319,287
Other Professional Development Programs	1,041,078	1,311,632
Advocacy & Association Development	418,052	619,412
Grant Expense	208,153	78,023
Total Program Services	3,896,067	4,732,640
Management & General	811,561	750,590
Total Expenses	4,707,628	5,483,230
Operating Incomes (loss)	947,210	(193,997)
Investment Income (loss)	8,665	(392,666)
Increase (decrease) in Unrestricted Net Assets	955,875	(586,663)
Net Assets - Beginning of Year	854,108	1,440,771
Net Assets - End of Year	\$ 1,809,983	\$ 854,108