



TM

2019 Annual Report



Our Vision

Every military-connected child is college, workforce, and life ready



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Our Mission

To ensure inclusive, quality educational opportunities for all military-connected children affected by mobility, transition, deployments, and family separations



Message from the Chairman and CEO

For the past 21 years, the Military Child Education Coalition® (MCEC®) has been driven **by our vision that every military-connected child is college, workforce, and life-ready**. This vision “is the gas in our tank” as we drive forward into the exciting new decade ahead. Our vision, shared across the MCEC® Board of Directors, the dedicated MCEC® staff, our Science Advisory Board, our National Advisors, and all our coalition partners, is what creates the **energy to take action and the alignment** necessary to move in the same direction. Together as a team, we are proud and honored to lead this effort.

The demands and sacrifices assumed by our military-connected children, who serve involuntarily alongside their parents, will, in all likelihood, remain unchanged in the near term. Multiple school transitions will continue to punctuate their K-12 education journeys with new teachers and new friends in new domestic settings, and with periods of family separation due to deployments of their military parent(s). Keenly aware of this unique military family lifestyle, MCEC® continued its efforts throughout 2019 **to ensure inclusive, quality educational opportunities to all military-connected children** by applying a three-pronged strategy of **advocating, educating, and collaborating** with all stakeholders concerned.

As a service delivery nonprofit organization, **the four primary program initiatives** of MCEC® each made significant impacts within their respective sectors over the course of 2019. You’ll see those details reflected in this annual report.



Our **Student programs** (*Student 2 Student®*, *Junior Student 2 Student®*, *Elementary Student 2 Student™*), designed to teach military and civilian students, through a 100% acceptance model, to recognize their strengths, support their peers, and thrive socially, emotionally, and academically, were delivered to almost 190 school campuses impacting over 72,000 students in 2019. We saw a significant surge in the number of schools attending our 2019 National Training Seminar Student Program concurrent sessions with 180 participants from 40 campuses across 11 states.

Our **Parent to Parent™** programs educate and empower parents to be their child’s first and best advocate. In 2019, over 1,500 parent workshops, webinars (62 new added this year), and early literacy events reached over 34,000 participants.

Our **Professional Development** courses train volunteers, youth-serving professionals, educators, and counselors to respond to the complex needs of children whose parents serve or have served in our armed forces. In 2019, we updated and revised our portfolio of seven courses and added two new courses. This past year, our trainers presented 80 courses to over 1500 professionals with an extended reach impact on nearly 21,000 caring adults.

In 2019, the **Military Student Transition Consultants & Affiliates** program, with 34 highly trained staff, continued to provide concierge-level support to over 25,000 military-connected students, their parents, and education professionals across 20 school districts nationwide. Our affiliates saw encouraging expansion in 2019, extending across Alabama, Texas, Virginia, Florida, and South Carolina.



This past year, we were able to resource and stand up our **Instructional System Design** branch, giving us the necessary capability to ensure all our curriculum remains current and relevant as well as the capacity to design, develop, and evaluate new high-quality, research-informed content for our programs. We're very excited about the work this branch initiated in 2019 and will complete in early summer of 2020 to conduct a very deliberate educational needs survey identifying the needs of military-connected students, their parents, and the professionals who support them.

Running parallel with the program initiatives above, our advocacy efforts in 2019 covered a number of issues, some of which will carry over to 2020. Our flagship advocacy event in 2019 was our 21st annual **National Training Seminar (NTS)** in Washington, DC this past July, with 862 attendees and the theme of Exploring Convoys of Social Support. The impact of our NTS is illustrated by 98% of post-NTS survey respondents saying that they would be interested in returning to our next NTS. The 2020 NTS will be held July 27-29th, again in Washington DC. This year's theme of **Cracking the Code for #milkids: A Key to America's Future** will feature session content with a heavy emphasis on civics and coding.

We're proud to have accomplished in 2019, through the national legislative process, the inclusion of the children of National Guardsmen and Reservists in the **Military Student Identifier (MSI)** language of the Every Student Succeeds Act. This could not have been accomplished without the support and assistance from many of our coalition partners. We'll continue our efforts in 2020 to encourage states to fully implement and openly report using the MSI marker. All our advocacy efforts in 2020 will have the enduring strategic goal to ensure our military-connected children's academic, social, and emotional needs are recognized and supported and that appropriate responses are provided.

Our achievements in **educating** and **advocating** on behalf of military-connected children cannot be accomplished without the extraordinary **collaboration** with our partners listed in this report. This is especially true with our many supporting sponsors, be they individual donors, foundations, businesses and corporations, or school districts and state education agencies who entrust MCEC® to be a good steward of their investments. When you study our 2019 financial snapshot in this report, you should note we continue to place great emphasis on making every dollar count toward delivering our programs to support military-connected children.

As we closed out 2019, we transitioned our senior leadership at MCEC®. We want to thank Dr. Mary Keller for her twenty plus years of selfless service and commitment to MCEC® and wish her all the best in her next chapter of life. With the start of 2020 and going into the next decade, I'm honored to assume the role of President and CEO and to work alongside the Chairman in executing our mission and realizing our shared vision that **every military-connected child is college, workforce, and life-ready**.



Becky Porter, Ph.D.
President and Chief Executive Officer



General (Ret) William Fraser
Chairman



Student Programs 2019

- Purple Ball with 430 attendees
- National Training Seminar with the largest number of Student Program attendees
- The Development of the Leadership Development Curriculum

Parent Programs 2019

- Expanded its webinar reach by increasing the number of virtual workshops with 62 new presentations, and 1,558 webinar participants for the year, a 37% increase over the number of participants in 2018
- Used survey feedback to continually improve our content and presentations in both online and face-to-face workshops, resulting in an increase in customer satisfaction from an overall program Net Promoter Score of 79 for 2018 to 85.4 for 2019
- In an effort to appropriately utilize available resources (funding, time, materials) we instituted a new virtual training of trainers which resulted in an overall cost savings of more than \$20K in training expenses over our traditional face-to-face model and made it possible to cover essential topics and procedures in greater depth than was previously possible

Professional Development 2019

- Program Net Promoter Score steadily improved – 7 point total increase for 2019
- Updates and revisions made to all curriculum materials; two new PD courses developed and executed with high customer satisfaction
- Intentional emphasis on quality of program performance, building community relationships, effective curriculum delivery, and reducing program expenses

Military Student Transitional Consultants/Affiliates 2019

- Increased MSTA program presence in AL, FL, VA, TX and SC
- Implemented recorded virtual trainings for both MSTC's and MSTA's saving crucial time, also providing a standardized on-boarding process to ensure consistent processes for these key providers of services to military-connected kids, families, and schools
- Created monthly content bundles and weekly emails with current research and resources on targeted topics relevant to the needs of the communities that we serve

Instructional System Design Branch 2019

- Created an instructional system design branch with the intentional focus on the PADDIE + M process that includes collaborative efforts across all programs



Marketing 2019

- Marketing Audit
- Production of Spring and Fall editions of One the Move Magazine
- Collaboration on the marketing activation plan for the MCEC® #milkidsNOW Education Survey

Human Resources 2019

- Revised the performance evaluations and changed the timing from an annual appraisal to quarterly appraisals. Benefit: more formal conversation opportunities to praise and coach between leadership and staff
- Offered Lunch & Learn series – How Successful People Think – 13-week series
Benefits: offer professional development opportunity for the team; encourages leadership in everyone, not only those in a supervisory position
- Provided online anti-harassment training for leadership and staff
Benefits: our team is now in compliance with federal and state recommendation/requirements for anti-harassment training; encourages staff to request additional professional development

Finance 2019

- Completed comprehensive and detailed National Training Seminar 2019 expense report that enhances significantly expense management of future National Training Seminar execution
- Passed the financial audit for calendar year 2018 executed in 2019
- Provided superb and timely support and assistance to internal customers when needing information, historical data, price quotes, pipelines, and PMO reports

Fund Development 2019

Americans continue to identify the military as one of the most trusted institutions in the country. In 2019, our corporate citizens, foundations, and many individuals reflected that support through contributions to MCEC® programs and services benefitting military families. These public/private partnerships enabled MCEC® to grow programs across the globe. Through the generosity of our partners, we introduced a parent/child coding initiative to increase computer science literacy; we included a STEM career component to student leadership summits; and we continued our work on a digital education tool for parents. These mission-driven opportunities benefitting military-connected children were made possible because our partners recognize the value of caring for our service members and their families.



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*MCEC Board Member



MCEC® Mission Reach 2019

MCEC® Mission Reach 2019 Total
2,698,031

Our annual reach
goal is 7,000,000

Student
Initiatives

72,283

Parent
Initiatives

38,471

Professional
Initiatives

45,952

Outreach
Initiatives

222,237

Marketing
Initiatives

2,319,088

Program Services Contact Total: 156,706

OR
6 %



DIGITAL REACH



facebook

Facebook Reach

926,810

Facebook Likes

18,943



social media

Total Reach

1,472,897



twitter

Twitter Impressions

546,087

Twitter Followers

21,705

Student Programs Reach & Impact

The primary role of the MCEC *Student 2 Student*® (S2S™ High School), and *Junior Student 2 Student*® (JS2S™ Middle School and Jr. High School) programs is to create an environment conducive to positive school transition experiences for new military-connected students. With help from student peer groups, and guidance from faculty-led school administrators and staff, students learn skills and techniques that help them persevere and navigate their new school surroundings. Like its sister programs, the adult-led elementary *Student 2 Student*™ (eS2S™) program endeavors for the same healthy adjustment of elementary students. Each student program draws on a set of core values intended to fortify school-based teams through leadership, academics, service, finding the way, relationships, and 100-percent acceptance, resulting in capable emerging leaders.

STUDENT PROGRAM EVENT NUMBERS

S2S	S2S/JS2S Combined Trainings	JS2S	ES2S
11 Events	4 Events	10 Events	4 Events
213 Participants	219 Participants	280 Participants	61 Participants
137 High School and Middle Schools			30 Schools

2019-2020 Student Advisory Council Members

In 2019, MCEC® established the Student Advisory Council, comprised of S2S™ representatives, is a sounding board for motivated students to advise the MCEC® senior leadership on ways to enhance organization programs through advocacy, ongoing feedback, and peer education. The Student Advisory Council offers MCEC® a unique perspective on students and an opportunity to gain an appreciation of this special cohort. In partnership with Student Advisory Council members, MCEC® continually considers how to create an optimal environment conducive to promoting open and honest feedback.

Student Advisory Council 2019-2020

William Butler, Marines, Floyd E. Kellam High School
 Yvonne Cox, CIV, Robert M. Shoemaker High School
 Danie Ferenczhalmay, CIV, Alamogordo High School
 Karrigan Gafford, Air Force, Virginia Allred Stacy Jr. and Sr. High School
 Sawyer Getschman, Navy, Stuttgart High School
 Carter Hanes, Army, Stuttgart High School
 Anna Javins, CIV, Wylie High School
 Gregory Morris, CIV, Falcon High School
 Jaren Queja, Army, Killeen High School
 Kathryn Sears, Marines, Swansboro High School
 Bailey Shaw, Army, Falcon High School
 Jackson Shelton, CIV, Airline High School
 Aubrey Thomas, Air Force, Falcon High School

STUDENT PROGRAM COMBINED NUMBERS

(Reach inclusive of Frances Hesselbein Student Leadership Program)

DIRECT

1417

INDIRECT

70,866

TOTAL

72,283

2019 Frances Hesselbein Student Leadership Program

The mission of the Frances Hesselbein Student Leadership Program (FHSLP) is to grow and sustain *Student 2 Student*® (S2S™) on the local campus. The FHSLP offers a week-long intensive experience for committed S2S students to enrich their leadership and team building skills. Students also have an opportunity to share their programs' challenges and successes with other peers to gain new ideas for improvement of their local S2S team. Distinguished guests provide insights to overcoming challenges and to building personal character. MCEC® conducts the FHSLP in partnership with the United States Air Force Academy in Colorado Springs, Colorado and United States Military Academy at West Point, New York.

United States Air Force Academy in Colorado Springs, Colorado March 11, 2019 - March 15, 2019

United States Military Academy at West Point, New York October 21, 2019 - October 25, 2019

2 Events

US Military Academy

US Military Air Force Academy

22 Participants

12 Participants

10 Participants

13 Military
9 Civilian
21 Schools



Parent Programs Reach & Impact

The MCEC® parent initiative continues its thirteen-year history of providing quality, research-informed training opportunities for military-connected parents through in-person workshops, interactive webinars, and podcasts. In 2019, we reached a total of 34,118 adults and impacted the lives of thousands more children. *Tell Me A Story*® (TMAS®) continues to be a beneficial program for helping families introduce the importance of reading to young learners. Two new titles and two previously retired titles were added to the TMAS book catalog. *Parent to Parent*™ (PtoP™) webinar attendance continues to grow. Live and recorded webinars offer participants options that fit their personal lives and schedules. The webinar includes access to available resources and opportunities to leave feedback, resulting in an overall increased number of repeat attendees. What is more, a dedicated weekly Wednesday schedule makes it possible for our growing online audience to plan for essential programming.

We learned that 95 percent of parents intend to use what they learned in *Parent to Parent*™ workshops and webinars to support their children's educational and social-emotional needs.

Finally, throughout 2019, the Parent Program's team undertook an intensive review of all parent-focused curriculum. The outcome resulted in revisions to 49 existing workshops using the tenets of adult learning theory.

Parent to Parent Impact Quotes

"All of the information that is given is very useful. No matter what grade your child may be in."

"I love the temperament of the trainers and their ability to discover needs parents may have through simple conversation and then be able to offer specific strategies for their child."

"I like the way they tie everything together. That really helps parents value the activity."

2019 Reach

**1,481 workshops and webinars with
30,151 participants**

**48 TMAS® events with
3,967 participants**

For the Sake of the Child Podcast

The MCEC® weekly podcast For the Sake of the Child has published 90 podcasts, with over 11,000 downloads, and enjoys a loyal following of 130 listeners. The podcast strives for conversational interviews, 20-30 minutes long, that feature the stories of service members, professionals, parents, and military kids. Most podcasts also provide listeners with information about resources on a range of challenges associated with family transition and equitable treatment of military children transferring to new school districts or moving to new states.

SchoolQuest™ Online, Interactive Resource

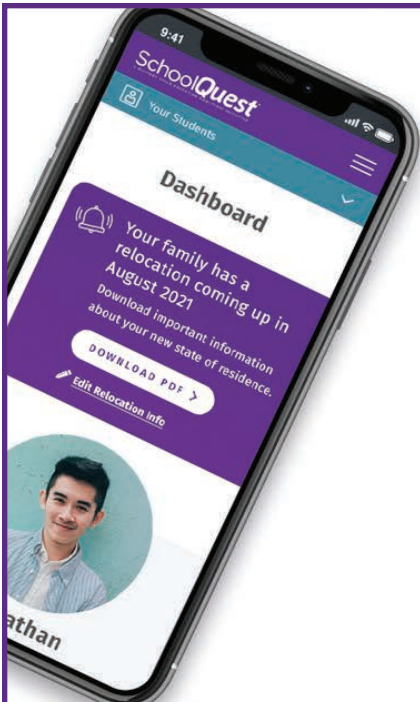
Continuing the work that began in 2018 through a generous grant from The USAA Foundation, MCEC® is developing a tool to improve the likelihood that children of America's service members and veterans are college and career ready.

There are nearly 550,000 American military-connected youth aged 12-22 who experience frequent school moves, often leading to an interrupted education.

These frequent school moves also increase the likelihood that military-connected students may be lacking specific academic requirements in a particular subject and may require repeating courses to demonstrate mastery.

These challenges increase the need for engaged and informed parents to help their child navigate the academic gateway decisions. The USAA Foundation awarded funding to MCEC® to create *SchoolQuest™*, an online, interactive parent resource. *SchoolQuest™* helps military and veteran-connected parents to set the optimal conditions (beginning of middle school) for their children to be on track for degree completion after their first year of higher education.

This joint effort is paramount to serving the children of current and veteran service members. Striving to ensure military-connected youth reach their full potential, *SchoolQuest™* is a game-changer for military families.



Tools & Features

- 1 STUDENTQUEST ACADEMIC TRACKER**
Monitor and plan students' academic career progress from 6th to 12th grade.
- 2 STUDENT PROFILE**
Customized student profiles automatically compile important details and deadlines for quick views and access.
- 3 ONLINE COMMUNITY**
Connect with other military parents to build relationships and benefit from sharing experiences and information in a safe, private online space.
- 4 REMINDERS & NOTIFICATIONS**
Receive reminders and notifications from SchoolQuest for approaching due dates, and new resources of interest to you become available.
- 5 PERSONALIZED END-TO-END CHECKLISTS**
Time-bound, critical information compiled in accessible lists.
- 6 SCHOOL-SEARCH CAPABILITIES**
The GreatSchools search function researches and aggregates schools in the next community where you PCS.

Military Student Transition Consultant and Military Student Transition Affiliate

Reach & Impact

A positive transition experience requires an expert embedded in the school district who is knowledgeable about school district policies and practices.

The Military Student Transition Consultant™ (MSTC™) is a full-time, highly specialized education professional embedded in select school districts. MSTCs work directly with children, parents, and school personnel on a daily basis to navigate and advocate for military-connected students and their families. MSTC support minimizes the turbulence military families experience as a result of sudden change and emphasizes building resiliency in students to better equip them to achieve their academic goals.

The Military Student Transition Affiliate (MSTA) is a designated school-district employee selected by the district, who assumes additional work responsibilities in support of military connected students. Affiliates are part of the local education agency (LEA) culture, on site, and able to build relationships in order to problem solve at the local level. The Affiliate plays a pivotal role in establishing collaboration among school systems, education agencies, community groups, and resources. The strength of the Affiliate program is the personalized continuum of care that students, parents, and school personnel receive. Average time commitment for Affiliates is defined by each LEA and based on campus and population needs. Each Affiliate has a targeted purpose identified by the campus or district. Examples of potential MSTA focus areas are the following:

- Identify and welcome military-connected students on campus
- Support school registration and intake of new military-connected students and families
- Strengthen or establish an “e-welcome packet”
- Collaborate with local School Liaison Officers to connect military families to installation, local and national resources
- Serve as an expert on district/LEA resources and extracurricular activities



MSTC	MSTA
14 MSTCs	16 MSTAs
9 Districts	10 Districts
6 States	4 States

MSTC Student Quotes

My MSTC "...helped me get connected with coaches and talk with my school counselor. She was very helpful."

My MSTC "...helped me get the services and help with my IEP. She talked with my mom and counselor to get me the help I needed."

"Because you are really nice and I like that I made friends on the first day."

"She really cares about her students. I didn't want her help in the beginning, then I realized she was really trying to help me find my way and direction. She helped me process some relationships that were causing me strife. Thanks Mrs. Lopez"

MSTC Parent Quotes

"They helped me and my family through a very difficult situation when my husband was deployed. My school aged children really benefited from" my MSTC.

MSTC Quotes

"I teach JROTC, and the MSTC does an outstanding job getting the information out to the JROTC programs to give to their respective students."

Our MSTC "...has helped our students, parents, and Counseling Staff tremendously over the past few years. He is a wonderful resource and support for our military families. We are thankful that he is at our school and hope that funding can continue to provide this much needed service."

Our MSTC "...is an amazing resource within our school system whose work has positively and significantly impacted the lives of many within the system; students, parents, teachers, administrators, and staff in general. He has kindly given presentations for my students on several occasions and each presentation was so positively and well-received by students that they always ask if he can return to give another presentation in the near future."

"Each student is different in their needs and wants. Some want to hear what they should expect and others want to figure things out on their own. Some want to be independent and others want to have their hands held. MSTC personnel are trained to know signs to look for, and it's great to hear from them to discover how to help individuals.

Also, there are so many resources that MSTC know about that are so helpful to parents, students, and teachers."



Homecoming surprise coordinated with help from Schertz Cibolo MSTC

Professional Development Program Reach & Impact

Professional Development courses are offered in person and online and are designed to enhance the current capabilities, competency, and awareness of professionals who serve and support military-connected children and youth. All training is conducted by MCEC® trainers experienced in youth development, education, counseling, social work, and other related fields. The training curriculum is anchored in research and includes application components to maximize the utility of concepts learned. Courses presented in-person include six clock hours of instruction and group work time, exclusive of breaks and lunch. The online format of our professional development courses is designed to extend learning opportunities to professionals unable to attend in-person training events. Each online course includes six clock hours of self-paced instruction and interactive discussion with other online participating cohorts, facilitated by an MCEC® trainer who engages with participants throughout the duration of the course.

2019 Total Reach & Impact Numbers

**79 TOTAL TRAININGS
AND EVENTS**

**1,586 TOTAL
PARTICIPANTS**

**20,914 TOTAL
REACH**



BREAKDOWN BY COURSE



The Journey from “Welcome Home” to Now: Reunion, Reconnecting, Routine™ (JWHN™)

This course guides professionals to explore the challenges and joys that military-connected children face during a time of reintegration. Additionally, professionals will learn strategies for successful adjustment during reintegration and reestablishment of routines following a family member’s return after a time of extended absence.

Living in the New Normal: Helping Children Thrive through Good and Challenging Times™ (LINN™)

Examine the topics of grief, fostering resilience through positive psychology, coping with change, post-traumatic stress and the impact on children as well as respond to challenges through the developmental lens. Professionals will also learn to recognize how a family member’s military experience affects the child, then develop practical strategies to encourage and support resilience skills.

We Serve, Too: National Guard and Reserve Children™ (WS2™)

Explore the social, emotional, and academic impact for children of National Guard and Reserve service members, and discover resources to help alleviate their often misunderstood and overlooked challenges. Identify the unique challenges associated with their parent’s service and understand the academic impact for these part-military, part-civilian children and youth.

Responding to the Military Child with Exceptional Needs™ (RMCEN™)

This course guides professionals to identify the amplified transition challenges that impact military-connected students with exceptional needs. Professionals will examine strategies that support these unique learners as they transition from school to school.



Social Emotional Learning and the Military Child™ (SEL™)

Learn to think critically about social and emotional development programs and understand how they positively impact academic achievement. Additionally, professionals will learn how to integrate SEL into their practice and explore the CASEL model of interrelated cognitive, affective, and behavioral competencies: self-awareness, self-management, social awareness, relationship skills, and responsible decision-making.

Supporting Military Children through School Transitions: Foundations™ (SMCST:F™)

Professionals will learn how to examine the various elements of transition and the impact these changes make on a military family. Additionally, professionals will learn to analyze current practices for successfully supporting military-connected students through these transitions and changes.

Supporting Military Children through School Transitions: Social/Emotional™ (SMCST:SE™)

This course focuses on the social and emotional concerns that impact military-connected students during school transitions. Whether students display difficult behaviors or falling behind academically, professionals will learn to evaluate the effects of separation and loss and develop practical methods and strategies to ease the challenges associated with repeated school transitions.

Helping Military Children Discover Their SPARC: Strength, Potential, Aspirations, Resourcefulness, Confidence™ (SPARC™)

Learn research-informed practices associated with the concept of thriving. Professionals will learn how to help students identify their sparks and interests as well as develop skills that contribute to a growth mindset. With support to discover their SPARC™, military-connected students cannot only meet but exceed personal and academic goals.

Supporting Veterans' Children through Transitions™ (SVCTT™)

Explore the unique academic and social-emotional challenges children often face when their parents transition from military to civilian life. Additionally, professionals will discover new resources and positive strategies to successfully support Veterans' children through these unique challenges.



Online Courses

Military Child Education Coalition® Professional Development provides online learning opportunities to professionals who are unable to attend our live training events. Each course includes 6 clock hours of self-paced instruction designed to enhance the current capabilities, competency, and awareness of professionals who serve and support military-connected children and youth. The online curriculum is anchored in research and includes application components to maximize the utility of concepts learned.

The below courses are available in an online format.

The Journey from “Welcome Home” to Now:

Reunion, Reconnecting, Routine™

This course guides professionals to explore the challenges and joys that military-connected children face during a time of reintegration. Additionally, professionals will learn strategies for successful adjustment during reintegration and reestablishment of routines following a family member’s return after a time of extended absence.

Helping Military Children Discover Their SPARC™:

Strength, Potential, Aspirations, Resourcefulness, Confidence

Learn research-informed practices associated with the concept of thriving. Professionals will learn how to help students identify their sparks and interests as well as develop skills that contribute to a growth mindset. With support to discover their SPARC™, military-connected students cannot only meet but exceed personal and academic goals.

Training Experience from Participants

“I am so grateful that MCEC® gave us supplies, books, and everything that we need in order to implement what we learned.”

“The presentation is very relevant to our school’s population and needs.”

“I strongly feel that every teacher within our district, especially those that have military populations, should go through this training. It’s quite valuable.”

“The information was relevant, the activities were purposeful, and the cross-talk was enlightening. Overall, it was a fantastic training.”

“I learned invaluable concepts that will greatly enhance my work as a professional and as an adult mentor with Military children.”

“Very informative information to benefit the success of children with military parents.”

New for 2019: Instructional System Design (ISD) Branch

The Military Child Education Coalition® has always had a strong commitment to thoughtful and scientifically-backed development and delivery of programs, products, and services. In our quest to maintain these standards and fulfill our mission and vision to military-connected children, MCEC® has implemented an *office of program management* known as the MCEC® *Instructional System Design* (ISD) branch.

The mission of the ISD is to design exceptional learning experiences that make a positive difference in the lives of military-connected children. As such, they are committed to understanding the needs of military-connected children, their parents, and the professionals that support them and to ensuring that MCEC® resources are relevant, reliable, and empowering. The ISD branch includes a data and research team, an Instructional Designer, a Digital Librarian, and an overall Instructional Design Manager. The group works together with the program managers to apply an eight-part process to both current and new projects. This method includes planning, analyzing, designing, developing, implementing, and ongoing evaluation and maintenance phases. While these elements were always present in MCEC® processes and procedures, the responsibility now lies with the ISD branch. The significance of this shift is in our increased capacity over content management and a continued ability to maintain excellence and organizational norms while having the power to evolve, refresh, and remain adaptable over time and with new audiences.

Our commitment to conscious, research-based, relevant development and delivery of content is strengthened with this consolidation of oversight and management. This approach to internal structure paves the way for our vitality and growth in the coming years. It allows MCEC® to consistently meet customer needs via standardized delivery whether that be in a face-to-face setting

or via technology-based environments, all while remaining flexible enough to incorporate user feedback and emerging research into the revision of deliverables. Innovation is a keyword for the ISD branch. We are focused on providing high-quality resources that are evidence-based, responsive, and informed by feedback. There's a wealth of information and strategies that exist, and it's exciting to think of new ways to analyze, present, and implement information that best supports military children. It's one more way MCEC® brings constant value to its stakeholders.



2019 Highlights: Since May 1, 2019, ISD has collaborated on the creation of the National Guard and Reserve course and the revising of the Living in the New Normal and Social-Emotional Learning courses, all of which have been well-received. The data and research team have compiled and analyzed mountains of data to design reports that inform and promote the mission of MCEC®. The MCEC® website has two new resources focused on anxiety and depression in children that have been added to the Leave Your Footprints series, as well as a resource on Understanding the 504 Process that was developed in partnership with the Wounded Warrior Project.

MCEC® initiatives and programs are rigorously and continuously evaluated. We design and conduct research and thoughtfully incorporate good science into accessible solutions for military-connected children and youth regarding academic, social, and emotional issues.

Using external and internal oversight, review, and evaluation processes, we strive to ensure the integrity of all programs and services. Part of the external oversight and review process includes our 22-member volunteer Board of Directors that provides guidance for MCEC® activities. Additionally, our Science Advisory Board, comprised of 15 volunteer professionals representing the fields of psychiatry, psychology, medicine, mathematics, research, public policy, and grief and loss specialties, provides guidance to the MCEC® in developing its evidence-based programs and services. We have internal quality control systems consisting of continuous evaluation and innovation. Program participants routinely complete evaluations identifying strengths, weaknesses, and recommendations for improvement.



External and Internal Oversight and Review

MCEC® Membership

The MCEC® professional coalition is comprised of school districts, military installations, colleges and universities, business and organizations, military families, and caring individuals from local communities across our nation. During the past year, MCEC® has enjoyed continued growth through Community and Champion Lifetime memberships, with over 72,237 friends and members. MCEC® continues to grow thanks to the positive impact of our programs. Each new addition to our community strengthens our credibility, voice, and impact to our organization's mission.



Association for Supervision and Curriculum Development

Association Fundraising Professionals

Association of the United States Army

The College Board

Education Week

Foundation Center

Greater Killeen Chamber of Commerce

Phi Delta Kappa

San Antonio Chamber of Commerce

San Diego Military Affairs Commission

Society for Human Resource Management

Virginia Peninsula Chamber of Commerce

Professional Memberships



THANK YOU



PARTNERS

Our 2019 Investment Partners

The generosity of all our donors – corporate partners, foundation friends, and individual supporters – enables us to serve military-connected children, their families, and the dedicated adults who guide them. MCEC® is grateful for all our supporters who made not only a donation, but also a difference in the lives of our military children.

The USAA Foundation

HEB

May and Stanley Smith Charitable Trust

Lockheed Martin Corporation

Wounded Warrior Project

Veterans United Foundation

USAA

BAE

College Board

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Association of Military Banks of America

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Mason Brown Family Foundation

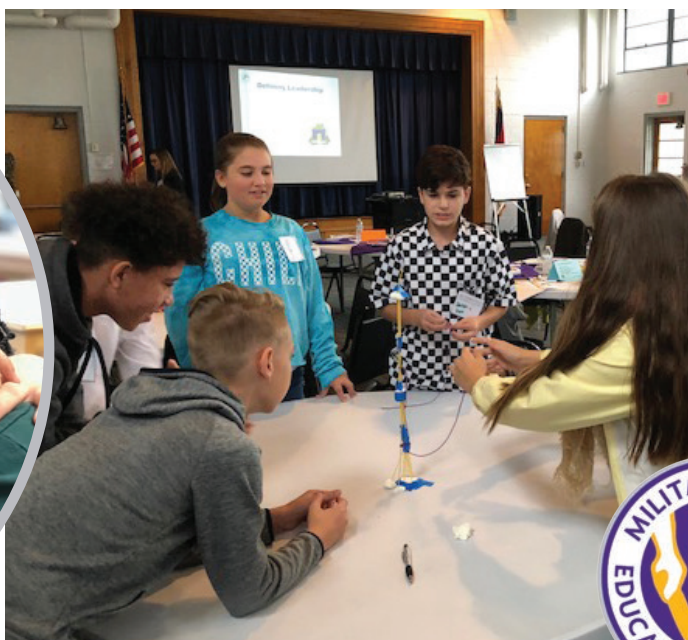
General Dynamics Mission Systems

MCEC® represents the military and veteran-connected children we serve by participating in a wide array of engagements that include:

- The Secretary of Defense Roundtable
- The Department of Defense Military Family Readiness Council
- The Army and the Air Force VSO/MSO & NFE Conference Summits
- The Department of Defense State Liaison Office Education Issues Workshop
- The MIC3 Annual Business Meeting (ex officio member)

and by engaging with senior leaders of the Department of Veterans Affairs and the Department of Education.

We maintained our role as a strong advocate for military and veteran-connected children and youth at the senior most decision-making levels of the U.S. government on issues as diverse as the military student identifier, budget cuts, and the need for better support for military children with special education needs.





Achieve
ACT
Alabama Education Trust Fund
Air Force Association
America's Promise Alliance
American Association of Colleges for Teacher Education
American Defense Communities
American Institute of Research
American Red Cross
Armed Forces Services Corporation
Armed Services YMCA
Association of the U.S. Army
AT&T Foundation
Blue Star Families
Bob Woodruff Foundation
Boys & Girls Clubs of America
Boys & Girls Club of Central Texas
Center for Families and Military Family Research Institute – Purdue University
Center for Public Research and Leadership – Columbia University
Coalition for Military-Connected Student Success
Collaborative for Student Success
The College Board
Clarity Child Guidance Center
Clearinghouse for Military Family Readiness, Penn State University
Council of Chief State School Officers
Council for Professional Recognition
Data Quality Campaign
Deloitte Consulting LLP
Department of Defense Education Activity
Department of Veterans Affairs
Education Commission of the States
Elizabeth Dole Foundation
Enlisted Association of the National Guard of the U.S. (EANGUS)
The Future of Children – Princeton University
Florida Defense Support Task Force
Frances Hesselbein Leadership Institute
Google
H-E-B
Hugh O'Brian Youth Leadership Foundation (HOBY) Hunt Institute
Institute for Military and Veteran Families – Syracuse University
Microsoft
Military Impacted Schools Association
Military Families Advocacy Network
Military Families for High Standards
Military Kids Connect
Military Officers Association of America
Mission: Readiness
National Association of Veteran-Serving Organizations
National Association of Federally Impacted Schools
National Association of State Directors of Special Education
National Center for School Crisis and Bereavement

The National Child Traumatic Stress Network (NCTSN)
National Geographic
National Guard Bureau
National Math and Science Initiative
National Military Family Association
National Parent Teacher Association
National Public Radio (NPR)
Operation Homefront
Operation Purple Camps
The Professional Association
PsychArmor
Public Affairs Research Council of Alabama
Science Applications International Corporation (SAIC)
Sesame Workshop
Sid W. Richardson Foundation
Society for Research in Human Development
Tennessee State Collaborative on Reforming Education (TN-SCORE)
Strategic Resources, Inc.
Strake Foundation
Tragedy Assistance Program for Survivors
Target Corporation
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Texas Elementary Principals & Supervisors Association
Tufts University
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University of Southern California
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U.S. Department of Education
U.S. Marine Corps
U.S. Military Academy at West Point
U.S. National Guard
U.S. Navy
United Service Organizations (USO)
Virginia Department of Education
WGBH
Wounded Warrior Project
ZERO TO THREE



EDUCATIONAL OPPORTUNITIES IN ACTION





#MCECNTS2019

BY THE NUMBERS



The National Training Seminar in itself serves as a convoy of support for all those who help military-connected families. The networking, connections and information taken away from the seminar are too valuable to pass up.

2019 School Personnel Attendee



CUPS of COFFEE

43 STATES
+5 COUNTRIES
REPRESENTED

862
ATTENDEES

Military Personnel | Mental Health Professionals
Educators | Military Family Members
and other Community Leaders

129 military-connected
STUDENTS

97%
of surveyed attendees
interested in returning
in the future

3.4million
SOCIAL MEDIA REACH

718 VOLUNTEER
HOURS
RECORDED



DOWNTOWN
WASHINGTON D.C.

INNOVATION CAN BE AS SMALL AS A POST-IT OR AS BIG AS A MOON SHOT. INNOVATION CAN BE AS CRAZY AS THE IDEA OF PUTTING AIRPLANES ON SHIPS."

ADMIRAL (RET.) JAMES G. STAVRIDIS | KEYNOTE SPEAKER

THANK YOU TO OUR GENEROUS SPONSORS FOR MAKING THIS POSSIBLE

SAVE THE DATE | 2020 NATIONAL TRAINING SEMINAR | JULY 27-29, 2020
RENAISSANCE WASHINGTON, DC DOWNTOWN HOTEL

STAY CONNECTED



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Military Child Education Coalition® | 909 Mountain Lion Circle | Harker Heights, TX | 76548 | 254.953.1123



FINANCIAL REPORT

Jan 1 - Dec 31, 2019 (Audited)

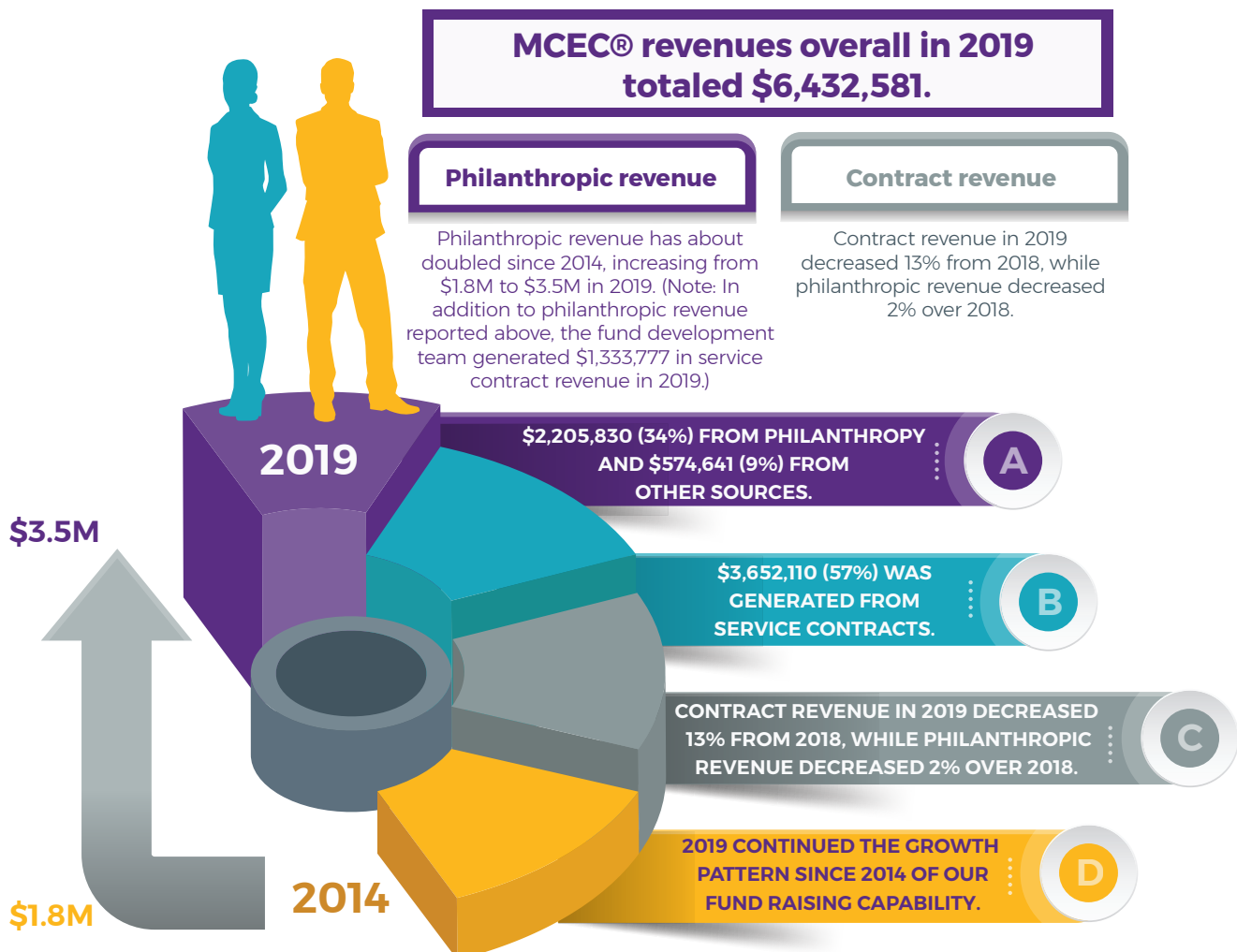
MCEC® Statement of Activities and Changes in Net Assets

Revenues

MCEC® revenues overall in 2019 totaled \$6,432,581.

- A** \$2,205,830 (34%) from philanthropy and \$574,641 (9%) from other sources.
- B** \$3,652,110 (57%) was generated from service contracts.
- C** Contract revenue in 2019 decreased 13% from 2018, while philanthropic revenue decreased 2% over 2018.
- D** 2019 continued the growth pattern since 2014 of our fund raising capability.

Philanthropic revenue has about doubled since 2014, increasing from \$1.8M to \$3.5M in 2019. (Note: In addition to philanthropic revenue reported above, the fund development team generated \$1,333,777 in service contract revenue in 2019.)





FINANCIAL REPORT

Expenses

MCEC® expenses for 2019 totaled \$6,428,472.

Program services represented 85% of total expenses, while fundraising and management & general expenses represented 8% and 7%, respectively.

85¢ of every dollar received goes back to programs & services.

Change in Net Assets:

At the close of 2019, MCEC® realized an increase in net assets of \$4,109, which marks the third consecutive year the organization ends the year with a positive change in net assets.

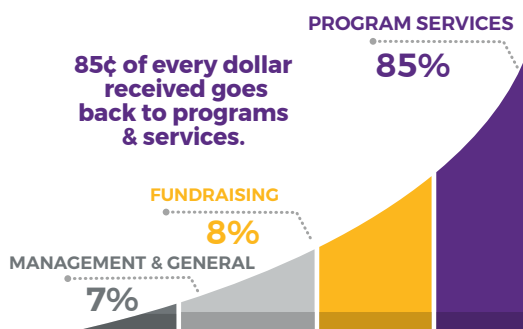
Notes to Statement of Financial Position

MCEC® ended 2019 with cash balance of \$2.37M, which is an increase of 2% or \$47K from 2018. Total liabilities increased to \$1M from \$990K in 2018.

In 2019, as well as in 2018, about two thirds of total liabilities consisted of deferred revenue relating to advanced payment of contracts execution. In 2019, MCEC® did not have long-term debt.

EXPENSES

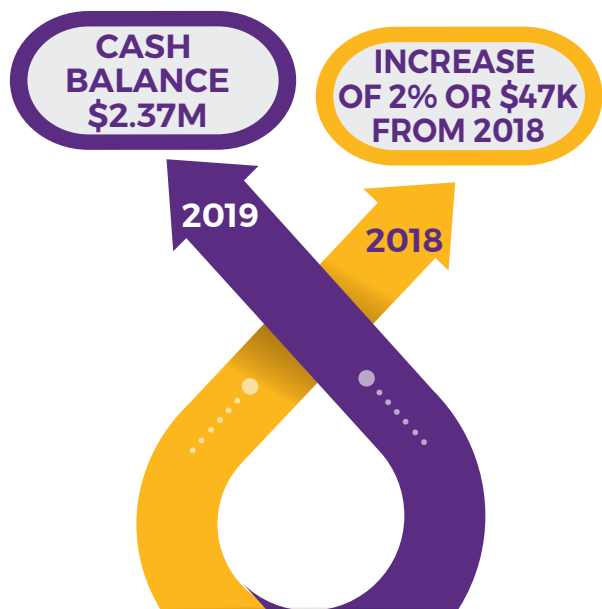
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MCEC's Response to the COVID-19 Pandemic with Supportive Resources and Content

With the outset of COVID-19 pandemic in March of 2020, MCEC knew this would be an especially difficult time for our military families and children. Although resiliency and inner strength are qualities we admire in military families, during these uncertain times, MCEC was there with additional support. Taking what we've learned from over 20 years of helping military kids and their families successfully manage transition and mobility issues, we gathered together supportive content and resources for parents, educators, and students that included:

- ***Navigating Change*** was a new virtual learning series launched in March '20 for novice and experienced educators. The series was designed for all educators including those who have suddenly entered the unfamiliar waters of home instruction. During each online session, participants discussed the targeted issue, highlighted practical strategies for success, shared developmentally-appropriate resources, and offered guided practice as we walked through helpful exercises and tools. The six sessions were free and registration was not required. Sessions were recorded and made available on our website.
- **Frequently Asked Questions**, over 25 pages' worth, segmented into six groups: School-Aged Children, High School Students, College Students, Exceptional Needs, Tech & Wi-Fi, and MIC3 School Closure Guidance.
- **Recorded Webinars**, a listing of over 25 MCEC archived webinars on our website that are germane to dealing with the pandemic and non-traditional instruction at home.
- **Curated resources**, sorted separately for parents, students, and educators posted to our website including informational website links and educational tools, along with tips and strategies.

MCEC also responded swiftly with the conversion process of our traditional face-to-face trainings, parent workshops, and instructions to virtual delivery means making them accessible to all our various stakeholders.





Military Child Education Coalition®

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