

MILITARY CHILD EDUCATION COALITION®

ANNUAL REPORT

SERVING THE CHILDREN OF THOSE WHO SERVE US ALL



2020

ANSWERING THE CALL OF
MILITARY FAMILIES DURING
A GLOBAL PANDEMIC



COLLEGE



WORK



LIFE





OUR MISSION

MCEC supports all military-connected children by educating, advocating, and collaborating to resolve education challenges associated with the military lifestyle.

OUR VISION

Every military-connected child is college-, work-, and life-ready.

OUR GOALS

- 01** Military-connected children's academic, social and emotional needs are recognized, supported and appropriate responses provided.
- 02** Parents, and other supporting adults, are empowered with the knowledge to ensure military-connected children are college, workforce and life-ready.
- 03** A strong community of partners is committed to support an environment where military-connected children thrive.

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Celebrating 22 years of education, advocacy, and collaboration as the only nonprofit solely focused on the educational needs of military-connected kids

Message from the Chairman & CEO



01
An investment in knowledge
will always pay the best interest
- Benjamin Franklin

As the nation's premier organization supporting the educational needs of military-connected children, MCEC® is keenly aware that school is often a challenge even in a normal year.

A military-connected child can expect to move 6 to 9 times from kindergarten through high school graduation, with approximately **200,000** students transitioning to a new school in any given year. When the pandemic struck, we knew immediately that we needed to go above and beyond to reach these children and the parents and educators who support them.

We were already preparing to move many of our offerings online to make more programming available to families and educators. The hard push we gave during the pandemic steered our efforts to provide an updated delivery model at a critical time.

As we went virtual, we also pivoted to provide the quality training and support that parents, students, educators, and administrators needed most. Some of our significant impacts included:

- » Establishing the Navigating Change webinar series to assist education professionals through distance learning platforms;
- » Creating our Spanish-speaking parent educator team
- » Providing books and learning kits to military families quarantined in temporary housing;
- » Conducting 2 virtual Frances Hesselbein Student Leadership Programs;
- » Developing and distributing the Military Kids NOW Education Survey which gleaned **5,100** responses and provided a rich source of information to inform the content of our programs and future planning;
- » Executing the first all-virtual MCEC Education Summit

As the national advocate for the Purple Star School (PSS) initiative, we conducted extensive outreach, built awareness, and offered our support in starting and sustaining PSS throughout the U.S.

We also elevated our role as a national advocate for military-connected children by testifying before Congress on challenges faced by military families who have children with special needs.

Additionally, we received accreditation by the BBB Wise Giving Alliance for our proven commitment to sound governance, transparency, and achievement of mission.

We continue to attract and retain a talented workforce, and our leadership remains strong and committed. Our success would not have been possible without the philanthropic contributions of donors who invested **\$3.8 million** to support our mission. We continued to be honored by their faith in us.

As an organization with 22 years of experience and a delivery model born of research-based programming, this was our moment. Everyone remained committed to going the extra mile for our nation's military-connected children and families. We offer our gratitude to the entire MCEC family.

With deepest appreciation,



Cecil D. Haney

Cecil Haney
Chairman
Admiral, USN (Ret)



Becky J. Porter

Dr. Becky Porter
President and CEO

2020 Accomplishments

02

STUDENT ACHIEVEMENT

- » Redesigned Student 2 Student® training in to a virtual format to support more than 500 S2S™ programs in the U.S. and Europe
- » Recognized 9 school districts (from across 34 states and 12 countries) as part of the S2S™ Team of the Year event during the 2020 Education Summit
- » Developed the **Summer Sustainment Webinar** series; elevated programs from S2S school districts in Burkburnett, Texas, and Sigonella, Italy
- » Transformed the Frances Hesselbein Student Leadership Program™ into a virtual format at West Point and the U.S. Air Force Academy

PARENT SUPPORT

- » Transitioned to a near-100% virtual delivery model; adapted all in-person workshops to accommodate parents and at-home learning requirements
- » Created a new **Spanish-speaking delivery model** led by a bilingual parent educator team who conducted workshops and translated all applicable resources in Spanish
- » Piloted SchoolQuest™, a free online, interactive tool specially designed to support highly mobile military families preparing for transitions and managing school transitions

PROFESSIONAL DEVELOPMENT

- » Converted all 9 six-hour courses into virtual trainings and 1-hour modules that enhanced viewing options and offered flexibility
- » Developed and introduced the **Navigating Change Virtual Learning Series**, 6 one-hour sessions with immediate support strategies for implementing remote instruction via home-based learning

MILITARY STUDENT CONSULTING

- » Launched the Military Student Consultant service center which provided immediate, personalized concierge-type support to students, parents, and school professionals worldwide
- » Served as **liaisons between military-connected families, schools, and communities**, easing transitions by addressing problems and connecting them with resources

INSTRUCTIONAL SYSTEMS DESIGN

- » Developed and released **2020 MCEC MilKids NOW Education Survey**, receiving **5,100** responses from military-connected students, parents, and educational professionals from all 50 states, 2 territories, and 21 countries



- » Incorporated survey findings and analysis into the 2020 Education Summit; supported discussions on academic and social-emotional concerns; provided immediate results for parents and education leaders to infuse into academic processes
- » Developed analysis dashboard for quantitative metrics assessment that paved the way for comprehensive analysis of organizational impact across all delivery platforms

TELLING OUR STORY

- » Reached new benchmarks for communication: increased website views by **43%**, social media reach an average of **35%**, and listserve open rate by **32%**
- » Leveraged national media coverage with the Military Times, CBS News, The 74, and Stars and Stripes; 84 online articles and 420 editorial mentions shared 120K times; surpassed annual goal, earned **\$6.6 million** in advertising equivalency value.

HUMAN RESOURCES

- » Established the Diversity, Equity, Inclusivity and Belonging task force which shaped discussion and organization's positioning in response to worldwide racial divide
- » Conducted employee survey to gather feedback on barriers and facilitators to organizational success
- » Developed and implemented the What You Do Matters employee recognition initiative designed to raise morale and highlight employees who exceed in making a difference

A National Voice

MCEC continues to be a national leader in advancing policies, programs, and initiatives that help our nation's military-connected children become college-, work-, and life-ready. Nearly **2,000,000** military-connected children serve alongside their parents, coping with numerous school, community, and family transitions.

THE NATIONAL ADVOCATE FOR PURPLE STAR SCHOOLS

This year, MCEC positioned itself as the **national advocate for the Purple Star School (PSS)** initiative and as the premier resource for information on starting and sustaining a PSS program. Schools are awarded the PSS designation when they have shown proven commitment to supporting military-connected children as they relocate to new schools due to a parent's change in duty station. PSS programs are initiated and run by states or individual school districts. Until MCEC took the lead, there was no national initiative to encourage states to become actively involved. MCEC offered full support to state, as well as schools and districts, seeking the resources and training needed to achieve PSS designation.

In strengthening its leadership role, MCEC:

- » Engaged the **Center for Public Research and Leadership at Columbia University (CPRL)** to conduct a study of the PSS programs across several states which analyzed the benefits of the programs and made recommendations for refinement and building awareness. The report was released in Jan. 2021
- » Created a **Purple Star Schools landing page** on the MCEC website reflecting



Shared Valuable Findings from MCEC's 2020 Military Kids NOW Education Survey

The survey received more than **5,100** responses from all 50 states, 21 countries, and 2 territories.

The responses reflected the **strength** and **commitment** of military families while also highlighting continuing gaps in services, school transitions, and fears about life after high school.

MCEC is using the survey findings to deepen its understanding of **ongoing education challenges** for military-connected students and to recalibrate initiatives to better serve the military community.

This project was MCEC's first large-scale qualitative research project, and data analysis was independently verified by Texas A&M University-Central Texas.

MCEC as the complete resource on PSS

- » Launched a targeted awareness campaign to school administrators and educators across public, charter, and private schools, resulting in **19** additional states contacting MCEC with an interest in starting a program
- » Amplified MCEC's **thought-leadership through a series of commentaries** provided by MCEC President and CEO Dr. Becky Porter. The commentaries reached education policy makers across the country through publications such as Military Times
- » Hosted a town hall event in October with a panel of state education administrators from Texas, Virginia, and Ohio with **295** attendees, which generated conversation on launching and maintaining a PSS program
- » Produced a **PSS issue paper** describing the program and its immense value to military families

2020 MCEC EDUCATION SUMMIT

The 2020 Education Summit in November served as a powerful and timely opportunity to report and share the academic and social-emotional findings of the 2020 Education Survey through presentations and discussions with **1,000** attendees. In response to the pandemic, many sessions were geared toward family educational concerns, managing distance learning, and professional development topics supporting military-connected students.

The summit's seminars, classes, interactive sessions, and thought-leadership opportunities covered topics including:

- » Presentation of the 2020 Education NOW Survey findings by Dr. Mitchell Zais, former deputy secretary of the U.S. Department of Education, and Dr. Marc Brackett, director of the Yale Center for Emotional Intelligence and professor in Yale University's Child Study Center

- » MCEC overview of programs, initiatives, and resources and how to implement them at the local level
- » Informational break-out sessions:
 - Adapting to a virtual learning environment;
 - Supporting a resilient military family;
 - Family-school partnerships for students with exceptionalities;
 - MCEC spotlight on SchoolQuest;
 - Purple Star Schools Designation Initiative;
 - Implementing the Military Interstate Children's Compact Commission.
- » Master classes included:
 - Keeping Students on Track During the Pandemic, led by **College Board**;
 - Surge Capacity and Depletion in the Time of COVID-19: Promoting Resilience;
 - Gen. Mark A. Milley, chairman of the Joint Chiefs of Staff, his wife, Hollyanne Milley, and senior military leaders from across the services, discussing issues affecting military-connected students as identified in the 2020 Education Survey.

WORKING ON BEHALF OF MILITARY CHILDREN WITH SPECIAL NEEDS

MCEC recognizes the added complexities faced by military families transitioning into new schools with a child who has special needs. Federal review of military support programs found inadequacies and inconsistencies among the branches of the military. Many families stated special education policies and programs often differ between schools, that they are unable to maintain continuous services for their child, and there are often few options for information or legal support.

During 2020, MCEC began a shared advocacy and leadership role on this issue:

- » In February, MCEC President and CEO Dr. Becky Porter and Partners in PROMISE, an advocacy organization representing military families with

children with special needs, testified before the **House Armed Services Subcommittee on Military Personnel** to advocate for improvements in the military's Exceptional Family Member Program and the services provided by public and charter schools.

- » In December, MCEC signed a Memorandum of Understanding with **Partners in PROMISE** for the purpose of producing a Special Education Issue Paper identifying challenges faced by military families who have children with special needs; an overview of federal review of military programs for families; relevant new provisions in the **2021 National Defense Authorization Act**; and recommendations for more assistance in support of students and families.

ADVOCACY AT LEADERSHIP EVENTS

MCEC actively participated in a number of important military leadership events in 2020, using these opportunities to **raise awareness** of issues facing military-connected children while offering the organization's knowledge and expertise.

These engagements included:

- » The Secretary of Defense Nonprofit Roundtable;
- » The U.S. Army and U.S. Air Force VSO/MSO & NFE Conference Summits;
- » The Department of Defense State Liaison Office Education Issues Workshop;
- » The MIC3 Annual Business Meeting.



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04



MCEC[®] Delivers

Our ongoing commitment to provide all military-connected students, parents, and education professionals with viable resources and sustainable solutions

05



Student Achievement

REACH & IMPACT

115,146 Overall reach, including support for new students and training of students and adult sponsors to create S2S programs at their schools.

114,372 Total lives impacted through S2S peer-to-peer support.

688 Number of newly trained students and adults in 49 schools around the world



Student 2 Student™

There are **549** active S2S programs in schools across **36** states and **11** countries. These programs are led by **989** sponsors and **3,409** trained student leaders.



STEM Event

The one-day online **STEM** gaming event offered students interactive competition to help them become college-, work-, and life-ready.



New

Webinars

MCEC created 3 new webinars as part of the **Summer Sustainment Series** and partnered to host 3 additional new webinars for S2S programs.



New

S2S Handbook

A complete resource tool was developed to provide useful guidance and program ideas for all **faculty sponsors** and **student leaders**.



Future Plans

MCEC continues providing additional online training and webinars to offer greater flexibility in **scheduling, training, and support**.



Leadership

MCEC's Frances Hesselbein Student Leadership Program provided advanced leadership training to **86** students from **29** schools.



STEM ONE-DAY GAMING EVENT

The MCEC team continued the tradition of student-oriented events by hosting an exciting one-day online STEM gaming event in November, which was open to students throughout the nation. Participating students gained computer skills and game designing tools to help them become more college-, work-, and life-ready. The event was made possible thanks to a **partnership with AT&T** and Games for Change, a nonprofit that empowers game creators and social innovators to drive real-world impact.

NEW WEBINARS

MCEC created three new webinars for the Summer Sustainment Series. The first two provided students and sponsors with guidance for supporting students. The third webinar consisted of a sponsors' roundtable hosted by the MCEC team that allowed adult faculty to share ideas on welcoming new students and sustaining S2S programs.

Thanks to a **generous grant by USAA**, the team partnered to produce three more webinars in the fall, including a timely session dedicated to anxiety and depression in teens.

STUDENT 2 STUDENT

MCEC's Student 2 Student® (S2S™) program fulfills an important role in helping military-connected students adjust to a new school culture. In these school-based, peer-to-peer programs, students mentor in-coming students, help them **establish social connections** and **encourage academic achievement**. S2S programs **bring value to the entire school community** by fostering a culture of inclusion and offering opportunities for student leadership. Key to the success of these programs is ensuring that younger students are trained to replace students as they transition or graduate.

MCEC also offers the **Frances Hesselbein Student Leadership Program™**, a biannual opportunity for S2S students to participate in a week-long leadership training at either the United States Military Academy West Point in the fall or the United States Air Force Academy in the spring.

RAPID TRANSITION TO ONLINE TRAINING IN RESPONSE TO COVID

Once the pandemic required schools to adopt distance-learning, the team paused training to allow schools time to adjust to the new educational challenges. This necessitated cancelling 50 trainings scheduled for March and April along with the MCEC student jamboree, a planned 25-school event in Texas.

Although many S2S students were able to continue supporting each other during distance-learning, the Student Programs team immediately recognized the need to move S2S training online to ensure schools could continue their programs. By April, they had begun successfully moving all training into a virtual format. The team continued to partner with S2S schools during this time, providing coaching in preparation for the S2S online training.

By August, many schools were ready to resume training; between August and December, the team delivered virtual training in 9 elementary schools, 6 middle schools, and 3 high schools.

PUTTING STUDENT LEADERSHIP FIRST

MCEC's Frances Hesselbein Student Leadership Program has proven to be a valuable opportunity for students in S2S programs seeking advanced leadership training. Students selected for the program participate in one week of training, at either the United States Military Academy West Point in NY, or the United States Air Force Academy in Colorado Springs, CO.

Students are taught by faculty or senior cadets and participate in hands-on leadership activities. In 2020, the team successfully transitioned to the virtual training of **86 students** from **29 schools**.

Sponsored by PAE, student teams were required to submit a service project proposal as part of their application. **20** schools applied, with a total of **77** students and 6 adult sponsors selected. During the online training, MCEC joined the West Point faculty in teaching the selected student teams project planning and implementation to select student teams. The students were tasked with working on their projects until May 2021, updating the MCEC team periodically and receiving funds to continue their projects.



MCEC[®]
Parent Support



27,452 + 13,241 = 40,693

DIRECT

INDIRECT

TOTAL REACH



300,000

The total number of parents who have attended a Parent Workshop since 2006

Parent Support

REACH & IMPACT

EMPOWERING PARENTS

Parent Workshops are the **heart of Parent Support**. MCEC trains parent educators to work in teams to conduct interactive workshops for other military-connected parents in military communities. In support of these educators, MCEC maintains a catalog of **100** workshops (including lesson plans and materials) covering a wide range of topics relevant to military-connected families. During the sessions, participants are encouraged to share **practical ideas**, proven **techniques**, and **resources** with the group. Parent educator teams maintain individual Facebook pages to provide additional information for parents and to promote future learning opportunities.

A VIRTUAL DELIVERY MODEL

In March, Parent Support began training parent educators to transition their workshops into a virtual format using Facebook Live, Webex, or the MCEC website. The team simultaneously created virtual versions of all workshop visual aids, educator guides, and lesson plans.

To date, the team has converted **66** workshops to a virtual format. The team also re-designed workshops into **10-15-minute segments** to allow parents to spread attendance over a period of time. The team held virtual training events for new parent educators in June and July. During the MCEC Education Summit 2020, parent educators facilitated break-out sessions and presented multiple webinars.

PARENT EDUCATOR TEAM EN ESPANOL

The two-person team conducts all communication with military-connected families in Spanish. They translate parent-focused curriculum and marketing flyers, social media posts, and presents live parent education workshops weekly. The workshops are posted and live streamed over the team's Facebook page. They partner regularly with the Esposas Militares Hispanas USA Armed Forces.

SCHOOLQUEST

Thanks to a **generous grant by USAA**, MCEC continued to fine-tune SchoolQuest™, a free online, interactive tool specially designed to support highly mobile military families and students. The preliminary tool was launched on a limited basis in March 2020 to allow MCEC the opportunity to gather feedback from users. This information was used to further refine the functions to ensure the tool is comprehensive and user-friendly. The final version was launched April 1, 2021. SchoolQuest includes the following components:

- » **Academic Tracer** - Allows users to monitor and plan a student's academic career progress from 6th to 12th grade.
- » **Student Profile** - A function that automatically compiles important details and deadlines tailored to each student.
- » **Reminders & Notifications** - Allows users to set reminders for important deadlines and receive automatic and timely notifications.
- » **Personalized Checklists** - Student-specific information compiled into accessible lists that are available by grade level.
- » **GreatSchools Search Function** - Allows users to research and aggregate potential schools before a PCS to a new community.

WOUNDED WARRIOR PROJECT (WWP) PARTNERSHIP

MCEC placed four Military Parent Advocate Coordinators (MPACs) near Soldier Readiness Units, Community Care Units, Intrepid Spirit Centers, and Fisher Houses, **sponsored by WWP**. MPACs lead workshops focused on the social and emotional issues faced by children of service members who are ill, injured, or wounded. MPAC locations include: Fort Bragg and Camp Lejeune, NC; Joint Base Lewis McChord, WA; and Camp Pendleton, CA.

MCEC PODCAST

MCEC expanded the podcast platform to include 52 weeks of programming which resulted in **8,957** downloads **19,500** listeners globally.



Military Student Consulting

REACH & IMPACT



14,184

Military Student Transition Consultant Direct Reach

Transition Support for **2,998** individuals

Problem Solving Support for **5,740** students & parents

Problem Solving Support for **589** school personnel

Problem Solving Support for **1,213** community members and installation representatives



1,572

Military Student Transition Affiliate Direct reach

Transition Support for **521** individuals

Problem Solving Support for **438** students

Problem Solving Support for **276** parents

Problem Solving Support for **143** school personnel, **18** community members and **9** base representatives



43

Military Student Consultant Direct Reach

Indirect Reach for **392** individuals

Transition support for **16** individuals

Problem solving support for **27** individuals



Never underestimate the difference YOU can make in the lives of others. Step forward, reach out, and help

- Pablo

MSTCs make **strong connections** with military-connected families by:

- » meeting with students;
- » advising on educational resources and requirements;
- » distributing welcome and exit packages;
- » supporting student-led virtual events;
- » attending special education meetings alongside military-connected families.

MSTCs also connect families to School Liaison Officers (SLOs), the Exceptional Family Member Program (EFMP), and CYSS (Child and Youth School Ages Services). They provide **professional development training** to help inform and educate school personnel on issues impacting military-connected students.

There are **13** MSTCs in **9** school districts, across **6** states (LA, NC, CO, VA, AL, TX).

OUTREACH DURING THE PANDEMIC

The MSTC and MSTA programs became even more vital during the pandemic. Families faced relocation into communities in upheaval, Permanent Change of Station (PCS) delays left many families in temporary housing, and numerous schools had moved to distance-learning models.

Traditional avenues of information and community-building were curtailed by the need for social distancing and remote interaction. MSTC/As explored innovative techniques to reach military students and their parents who were not able to return

to campus.

Some schools and their districts only allowed in-person learning on certain days, further limiting the MSTC/A's access to school facilities. MSTC/As rapidly pivoted to online outreach and increased personal one-to-one contact to ensure they reached every transitioning family. They also reached out to state, district and local representatives to work collaboratively and provide needed support to military-connected students, parents, educators, and other youth-serving professionals. Highlights of the MSTC COVID-19 effort included creating virtual newsletters

and dedicated Facebook pages; hosting Facebook LIVE interviews; using Webex and creating bitmoji and Google Classrooms to meet with students and families; running student-led virtual scavenger hunts; hosting podcasts; sending personal emails and handwritten postcards, and making phone calls to parents and students. For locations that had been in full distance learning since March 2020, MSTC/As provided "survival kits" or robust welcome kits to incoming military students.

LIBRARY INITIATIVE

Thanks to a **generous grant from USAA**, MSTC/As set up a system of lending libraries for military families and students within their communities. When PCS orders were delayed by the pandemic, many military families were placed in temporary housing and were in great need of books and activities for children and teens. The libraries were designed with military-connected readers in mind and included books, resources, and learning tools.

MILITARY STUDENT CONSULTANTS

Thanks to a **generous grant from USAA**, MCEC launched the Military Student Consultant (MSC) service center.

MSCs provide **personalized transition, problem-solving**, and deployment **support** for students, parents and school professionals globally.

MSC services include:

- » connecting students and parents to support and resources in their local school district;
- » addressing the needs of National Guard, reserve, ROTC cadre, and recruiter families who are often located in low-density military communities;
- » providing support to children with special needs and assisting in the navigation of the school special education process;
- » connecting families to the installation School Liaison Officers and installation programs.





Professional Development

REACH & IMPACT

Professional Development offers **11** courses. **9** courses are delivered in person or virtually, and **2** are available online. Every course is designed to help professionals in education, healthcare, childcare, and business better understand the challenges of military-connected students and families, and provide the information and tools to support them.

The following 6 courses focus on the needs of military-connected students:

- » Military-connected students
- » The children of veterans
- » Social-Emotional learning issues
- » Mental health issues
- » Children with parents in the National Guard and reserve
- » Children with special needs

CONTINUED ON PG. 32



3,725
TRAINING EVENTS



6,659
INDIRECT REACH

10,384
TOTAL REACH

The 2 online offerings consist of an 8-hour course providing guidance on supporting military-connected children when a parent returns from deployment and a 6-hour course on ways to help children develop resilience and personal goals.

RESPONSE TO THE PANDEMIC

The Professional Development team immediately converted its 9 in-person courses into virtual trainings which still consist of six hours of instruction. This gave participants the option of breaking the trainings into one-hour segments that can be viewed at their convenience.

NEW NAVIGATING CHANGE SERIES

This set of 6, one-hour trainings are designed for novice and experienced educators, with each session focused on a particular distance-learning challenge, including:

- » Supporting students to create routines;
- » Maintaining connections with students;
- » Promoting positive behaviors;
- » Facilitating distance learning; and
- » Building student confidence.

The sessions highlight **real-world practical strategies for success**, share developmentally-appropriate resources, and offer guided practice using helpful exercises and tools. MCEC delivered all 6 sessions during March and April to offer immediate support to educators and other professionals transitioning to distance learning. **768** participants attended the live, one-hour sessions, and **2,039** additional professionals viewed the recordings.

COLLABORATING TO ADDRESS NEW CHALLENGES

The team piloted a new Professional Learning Group program in Alabama, promoted through the MCEC network of schools, partners, and past program participants. The MCEC-hosted groups met virtually for one-hour sessions to facilitate professional collaboration, networking, resource sharing, and discussion of emerging trends and issues impacting education.

In response to an identified need, MCEC developed a new Social-Emotional Learning Mini-Series (SEL Mini-Series) which provided the following significant benefits:

- » Participants from different parts of the state were able to connect, share resources, network, and learn from others doing similar work.
- » Professionals with less experience were given new opportunities to interact with more seasoned professionals and government personnel;
- » The series was highly accessible for professionals who would have otherwise been hindered from participation by lack of resources, especially those in rural areas of the state.

MCEC teamed with the **Multiple Needs Multiple Exceptionalities Network** to develop and present a one-hour virtual learning session for Texas education professionals statewide.

MCEC also teamed with **Texas OnCourse**, an education resource hub funded by the **University of Texas at Austin** and the **Texas Education Agency**, to develop and present a one-hour virtual learning session for Texas professionals.

MCEC also teamed with the **U.S. Army Reserve Command** and the **Building Healthy Military Communities Program** in Albuquerque, NM, to develop and present a two-hour Facebook Live session addressing social emotional implications during COVID-19.

PROFESSIONAL DEVELOPMENT PROGRAM COURSES 2020

VIRTUAL COURSES

MILKID 101: MILITARY STUDENT FOUNDATIONS

Helps professionals define and understand the complex challenges military-connected student experience

MILKID 201: REDUCING THE IMPACT OF TRANSITION

Focuses on the dynamics and implications of transition, specifically in the core areas of academics, relationships, and prosocial behavior

MILKID 201: PATHWAY TO A S.P.A.R.C.

Research-informed practices associated with the concept of thriving and how to help students identify their Strength, Potential, Aspirations, Resourcefulness, and Confidence

VETC 201: SCHOOL TRANSITION

The unique academic and social-emotional challenges children often face when their parents transition from military to civilian life

SEL 201: THE MILITARY CHILD

Benefits of interrelated cognitive, affective, and behavioral competencies such as self-awareness, self-management, social awareness, relationship skills, and responsible decision making

ONLINE COURSES

HELPING MILITARY CHILDREN DISCOVER THEIR S.P.A.R.C.

Research-informed practices associated with the concept of thriving and how to help students identify their Strength, Potential, Aspirations, Resourcefulness, and Confidence

MKMH 101: MIXED EMOTIONS OF REINTEGRATION

Unique and helpful strategies for successful adjustment and reestablishment of routines following a family member's return after an extended absence.

MKMH 201: THE NEW NORMAL

The impact of grief and loss on a child, fostering resilience through positive psychology, coping with change, post-traumatic stress, and responding to challenges

NGR 101: WE SERVE TOO

The unique challenges associated with a parent's service and the academic impact for these part-military, part-civilian children and youth

EXMK 101: SUPPORTING EXCEPTIONAL MILKIDS

The challenges unique to military-connected children with special needs, common pitfalls encountered when transitioning a student, and the power of collaborative teamwork

THE JOURNEY FROM "WELCOME HOME" TO NOW: REUNION, RECONNECTING, ROUTINE

The challenges and joys that children face during a parent's reintegration and positive strategies they can use to support children during these periods of change.

Instructional Systems Design

REACH & IMPACT



“The key to success is to appreciate how people learn, understand the thought process, what works well, and a range of different ways of achieving goals.” - Tim Buff

Instructional System Design (ISD) oversees the design and development of MCEC’s learning programs and ensures that all program trainings contain timely and evidence-based content and meet MCEC’s exacting standards of instruction. To ensure consistency and quality of curriculum and content, ISD works with MCEC program managers to **apply the PADDIE-M process** (Analysis, Design, Development, Implementation, and Evaluation) **of all projects and programs**. The team updates and refreshes content by analyzing user feedback and incorporating emerging research shared by the **MCEC Science Advisory Board**. This proactive effort to adapt and evolve keeps training viable and valuable to professionals, educators and parents.

ESSENTIAL ROLE DURING THE PANDEMIC

ISD immediately curated content to support educators and other professionals serving military-connected students. The result was the new Navigating Change Virtual Learning Series, consisting of 6 one-hour workshops featuring a variety of resources and tools. The course was delivered live in March and April, with recordings made available on the Navigating Change landing page on the MCEC website.

MILKIDS NOW EDUCATION SURVEY

ISD took primary responsibility for designing and developing the instrument. The project took more than four months to develop and resulted in 80 closed and open-ended questions. The survey was distributed from Feb. 17 through May 7 and was shared through multiple media outlets and directly with military-connected parents with school-age children, military kids (aged 13 and over) and professionals.

The survey results and analysis became the foundation for the MCEC Education Summit 2020 and continue to inform content and resources produced in the coming year.

NEW DATA DASHBOARD

The ISD team gathered feedback and measured the impact of trainings using post-training surveys. When trainings moved onto remote delivery platforms, the ISD team devised and implemented a new data dashboard that now collects data from across all MCEC programs. This change provides a more thorough analysis of impact and effectiveness and allows the team to continue enhancing program trainings.

06



External and Internal Oversight

MCEC ensures the quality, integrity, and consistency of its programs, trainings, and services through rigorous oversight.

External oversight:

- » Financial validation through the annual audit
- » GuideStar Platinum Seal of Transparency Award, the highest level bestowed
- » The BBB Wise Giving Alliance accreditation

Internal oversight:

- » Evaluation and guidance from MCEC's 20-member volunteer Board of Directors, who bring a wealth of relevant experience from the military, professional, academic, and non-profit sectors
- » Guidance and evidence-based expertise from the MCEC Science Advisory Board, comprised of 15 volunteer professionals representing the fields of psychiatry, research, psychology, medicine, mathematics, public policy, and grief and loss specialties.

07

MCEC® Membership

Our growing community continues to strengthen the voice and impact of the organization and its mission.

MCEC invites individuals, businesses, organizations, school districts, colleges and universities, and military installations to become members of the coalition. Members receive benefits such as MCEC quarterly eNewsletters and On The Move® digital magazine, and new or special topic publications provided electronically. Other benefits, depending on type of membership, may include use of the MCEC logo, discounted registration fees for the annual National Training Seminar, and or voting rights. During the past year, MCEC has enjoyed continued growth through Community memberships up to Champion Lifetime memberships, with over **77,964** friends and members. MCEC membership continues to grow thanks to the positive impact of its programs and outreach.



Over **77,964** friends and members

08

Investment Partners THANK YOU

09

MCEC is thankful for the generosity of every donor who allow us to serve military-connected children and families and the professionals who support them. We are especially grateful for the support of our donors during the challenges and uncertainties of this past year. Always – but most certainly in 2020 – your support helped make a positive difference in the lives of military-connected children around the world.

- » **ADS**
- » **American Legion Child Welfare Foundation**
- » **Association Of Military Banks Of America**
- » **AT&T Foundation**
- » **BAE Systems**
- » **Boeing Company**
- » **College Board**
- » **Craig Newmark Philanthropies**
- » **Defense Credit Union Council**
- » **HEB**
- » **Hendrick Honda of Woodbridge**
- » **Lockheed Martin Corporation**
- » **Lockheed Martin Foundation**
- » **Lockheed Martin Space**
- » **May and Stanley Smith Charitable Trust**
- » **Micron Foundation**
- » **Military Benefit Association**
- » **Oshkosh Corporation**
- » **PAE**
- » **Raytheon Company**
- » **Rumsfeld Foundation**
- » **Sid W. Richardson Foundation**
- » **Sierra Nevada Corporation**
- » **Star Charity Golf Classic**
- » **Strake Foundation**
- » **Textron Inc.**
- » **University of Texas at Arlington**
- » **USAA & USAA Foundation**
- » **Utley Education Foundation**
- » **Veterans United Foundation**
- » **Victory Capital Management**
- » **Wounded Warrior Project**



Collaborations

- » 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
- » 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 (HÖBY) 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
- » Professional Collaborations
- » 28
- » The National Child Traumatic Stress Network
- » National Geographic
- » National Guard Bureau
- » National Math and Science Initiative
- » National Military Family Association
- » National Parent Teacher Association
- » National Public Radio
- » Operation Homefront
- » Operation Purple Camps
- » The Professional Association
- » PsychArmor
- » Public Affairs Research Council of Alabama
- » Science Applications International Corporation
- » 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
- » Texas A&M University, College of Education and Human Development
- » Texas A&M University – Central Texas
- » Texas Education Agency
- » Texas Elementary Principals & Supervisors Association
- » Tufts University
- » Tutor.com
- » United Through Reading
- » University of South Carolina, Department of Education
- » University of Southern California
- » University of Texas at San Antonio
- » USAA
- » The USAA Foundation
- » U.S. Air Force
- » U.S. Air Force Academy
- » U.S. Army
- » U.S. Coast Guard
- » U.S. Department of Defense
- » U.S. Department of Education
- » U.S. Marine Corps
- » U.S. Military Academy at West Point
- » U.S. National Guard
- » U.S. Navy
- » USO
- » Virginia Department of Education
- » WGBH
- » Wounded Warrior Project
- » ZERO TO THREE

Financial Reports

11

Revenues

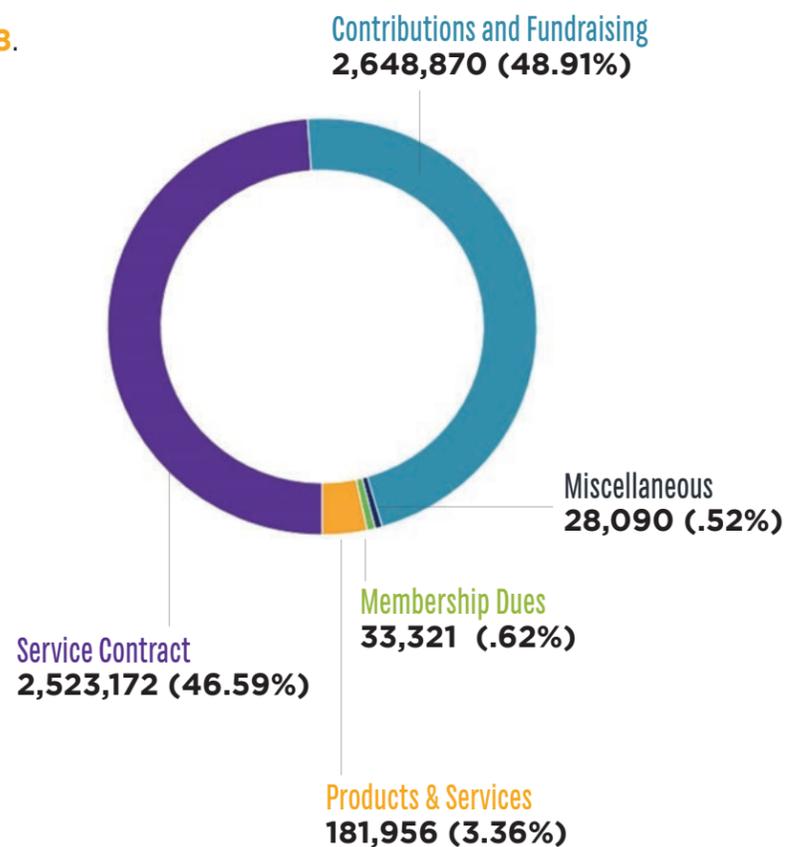
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

Gross revenues totaled **\$5,415,408**.

The breakdown by category is depicted in the pie chart.

The philanthropic effort was by far the largest source of revenue for the organization.

It increased to **49%** of total revenue in 2020 from 34% in 2019.



Expenses

TOTAL \$5,054,813

Program services were **82%** of total expenses, while management and general and fundraising expenses represented 8% and 10%, respectively. As a result of the pandemic, the portion of program expenses to total expenses decreased from 85% in 2019 to 82% in 2020.

CHANGE IN NET ASSETS

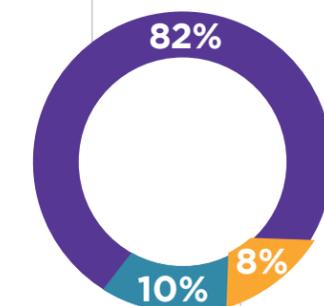
At the close of 2020, net assets increased **\$360,595**, which marked the 4th consecutive year the organization ended the year with a positive change in net assets.

STATEMENT OF FINANCIAL POSITION

MCEC ended 2020 with a cash balance of **\$3.8M**, which is an increase of **61%** from 2019.

Total liabilities increased to \$1.6M from \$1M in 2019. 79% of total liabilities consisted of deferred revenue, related to advance payment of contract execution, and the Payment Protection Program loan. As of January 28, 2021, the PPP loan, which was originally considered as long-term debt, was approved for 100% forgiveness from the Small Business Administration.

Program & Services
4,129,620



Fundraising
498,647

Management & General
426,546

82¢ of every dollar spent is invested in programs & services.

MILITARY CHILD EDUCATION COALITION

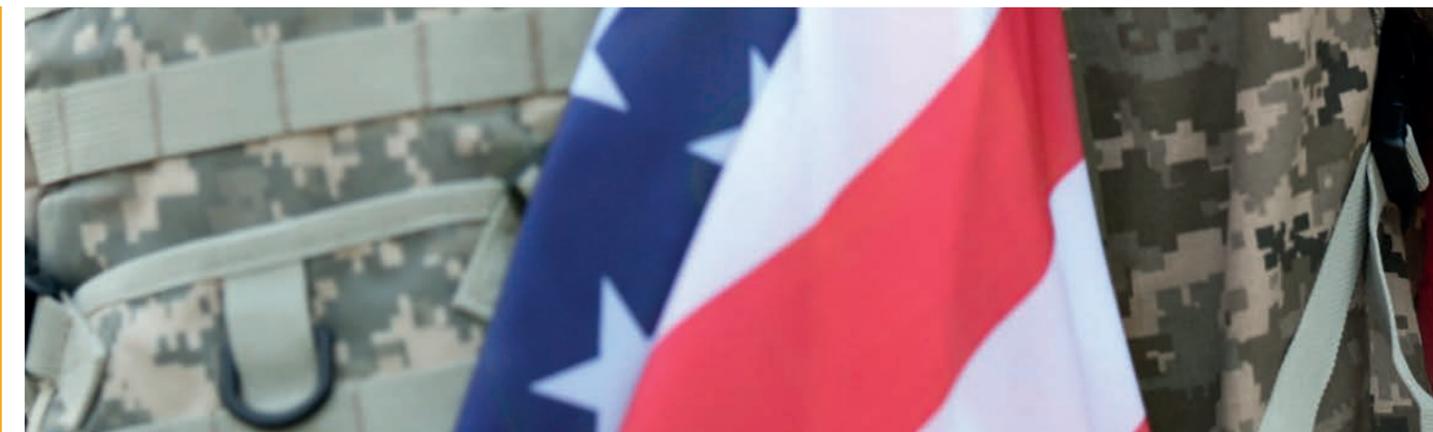
STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS YEAR END 2020 (UNAUDITED)

	Unrestricted	Restricted	Total
Revenues, Gains & Other Support			
Service Contract Revenue	\$ 1,331,626	\$ -	\$ 1,331,626
Philanthropic Contract Revenue	\$ 1,191,546	\$ -	\$ 1,191,546
Contributions	\$ 274,070	\$ 1,327,290	\$ 1,601,360
Membership Dues	\$ 33,321	\$ -	\$ 33,321
Conference Income	\$ -	\$ -	\$ -
Products and Services	\$ 181,956	\$ -	\$ 181,956
Grants	\$ 324,841	\$ 706,000	\$ 1,030,841
Fundraising Events	\$ 16,669	\$ -	\$ 16,669
Interest and Dividends	\$ 25,661	\$ -	\$ 25,661
Miscellaneous Revenue	\$ 2,429	\$ -	\$ 2,429
Net Assets Releases from Restriction	\$ 1,142,381	\$ (1,142,381)	\$ -
Total Revenues, Gains & Other Support	\$ 4,524,499	\$ 890,909	\$ 5,415,408
Expenses			
Program Services			
Student Initiatives	\$ 221,583	\$ -	\$ 221,583
Parent Initiatives	\$ 838,998	\$ -	\$ 838,998
Professional Development	\$ 379,955	\$ -	\$ 379,955
School Professionals	\$ 960,439	\$ -	\$ 960,439
Strategic Communications	\$ 565,428	\$ -	\$ 565,428
Products and Services	\$ 337,942	\$ -	\$ 337,942
Research	\$ 413,314	\$ -	\$ 413,314
Website and Technology Resources	\$ 179,768	\$ -	\$ 179,768
Grants	\$ 88,222	\$ -	\$ 88,222
National Training Seminar	\$ 143,972	\$ -	\$ 143,972
Total Program Services	\$ 4,129,621	\$ -	\$ 4,129,621
Supporting Services			
Management and General	\$ 426,546	\$ -	\$ 426,546
Fundraising	\$ 498,647	\$ -	\$ 498,647
Total Expenses	\$ 5,054,814	\$ -	\$ 5,054,814
Change in Net Assets	\$ (530,315)	\$ 890,909	\$ 360,594
Net Assets			
Beginning of the Year	\$ 2,848,892	\$ 802,419	\$ 3,651,311
End of the Year	\$ 2,318,577	\$ 1,693,328	\$ 4,011,905



A hero is someone who has given his or her life to something bigger than oneself.

- Joseph Campbell





MCEC[®]

**WE CAN'T EXPECT MILITARY STUDENTS TO ASK FOR HELP.
WE NEED TO LIFT THEM UP SO THEY DON'T HAVE TO.**

- Dr. Jill Biden
First Lady of the United States

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2020

Military Child Education Coalition
909 Mountain Lion Circle
Harker Heights, TX 76548
(254) 953-1923
MilitaryChild.org