



National Middle School Association

2009 Annual Report

VISION • KNOWLEDGE • RESOURCES



For National Middle School Association (NMSA), it has been a year of professional opportunities, academic focus, and national recognition. NMSA continues to provide services to middle grades educators across the country through our website, conferences, institutes, customized site-based programs, books, and periodicals.

This We Believe, NMSA's foundational document, was revised to reflect current, research-based strategies to ensure successful middle grades configurations. This book is an excellent tool for professional growth and student success. NMSA's Middle Grades Assessment, based on the tenets described in *This We Believe*, gives schools the necessary feedback needed to promote overall academic and social growth for all middle grades students.

NMSA has maintained a voice in national policies on middle grades education by developing partnerships with national organizations such as the Learning First Alliance, America's Promise Alliance, and the Council for Great City Schools.

NMSA also developed an aggressive strategic plan centered on student achievement, professional development, membership, and national awareness. We continue to impact, influence, and inspire practices that enhance middle grades education.

Regards,



Janet M. Vernon

Janet Vernon
2009 NMSA President



National Middle School Association In Action

Conferences and Events

- Hosted two highly successful leadership institutes in Charleston, SC, and Colorado Springs, CO.
- Extended the NMSA influence into Canada, collaborating with our affiliate and the Calgary school board to host the Student Success Institute in Calgary, Alberta. This event received some of the highest evaluations of any NMSA event.
- Engaged technology companies as exhibitors and sponsors for the first time in our history, driven primarily by the 21st Century Classroom. The Classroom was a feature of the NMSA annual conference in Denver. This \$600,000 project was designed, constructed, and equipped by 52 companies and organizations on a pro bono basis for the good of the education community.
- Solidly connected with the Clark County School District and hosted both the Higher Education Symposium and Middle Level Essentials Conference back-to-back in Las Vegas.
- Extended our work with the Indiana Middle Level Education Association (IMLEA) to plan, advertise, and facilitate the NMSA Annual Conference and Exhibit in Indianapolis. Through the efforts of IMLEA, an Indiana House resolution was unanimously passed in support of the conference and the state superintendent approved a waiver for middle level schools to send their entire staffs.

Member & Affiliate Services

- Revised the association membership structure to include eMemberships (electronic only benefit delivery) and Club Memberships (enrollment in NMSA book club).
- Finished the fiscal year with 25,098 members in more than 6,600 middle schools around the world.
- Provided extensive on-site professional development to schools and school districts. This year, more than 100 school contracts provided middle grades professional development all over the world.
- Awarded, in collaboration with Pearson, the Teams That Make a Difference awards.
- Continued to work with NMSA affiliates on long-range planning, speaking at their events, and sharing information regarding the Stimulus Funds.

Association Development & Outreach

- Completed development of NMSA's Middle Grades Assessment, a school improvement resource based on *This We Believe: Keys to Educating Young Adolescents*.
- Collaborated with members of the Middle Grades Coalition to gain support for Success in the Middle legislation.
- Collaborated with America's Promise Alliance to provide members with access to a free financial responsibility curriculum.
- Worked with other members of the Learning First Alliance to provide input to President Obama's transition team and to provide input to the U.S. Department of Education on the educational stimulus program.
- Worked with ACT, NASSP, the Alliance for Excellent Education, and the Council for Great City Schools on a symposium on The Forgotten Middle, which addressed the critical importance of middle grades education.
- Worked with Robert Balfanz at Johns Hopkins University, America's Promise Alliance, and ACT to communicate the important connection between middle grades education and student success in high school, college, and careers.



Publications

- Developed and published the fourth edition of NMSA's position paper, *This We Believe: Keys to Educating Young Adolescents* and supporting book, *Research and Resources in Support of This We Believe*.
- Published additional professional books:
 - *Effective Classroom Assessment: Linking Assessment with Instruction*
 - *Inspire Motivate Collaborate: Leading with Emotional Intelligence*
 - *Inventing Powerful Pedagogy: Share Steal Revise Own* (Book Club selection)
 - *Promoting Harmony: Young Adolescent Development & Classroom Practices* (3rd edition)
 - *Teaming & Advisory: Perfect Partners*
 - *Managing the Madness: A Practical Guide to Middle Grades Classrooms* (Book Club selection)
 - *Treasure Chest II: Problem-Solving Activities, Brain Stretchers, and Active Games*
- Published the 2009 edition of the *Middle Level Education Research Annual*, a benefit to Institutional Club members.
- Co-published *An International Look at Educating Young Adolescents* with Information Age Publishing.
- Published *Putting Middle Grades Students on the Graduation Path: A Policy and Practice Brief*, authored by Dr. Robert Balfanz. This resource is based on more than a decade of research and development work at the Center for the Social Organization of Schools (CSOS) at Johns Hopkins University in collaboration with the Philadelphia Education Fund.
- Published eight podcasts as part of the Today's Middle Level Educator Series.
- Added a new online store that streamlines order processing by connecting directly with our association management system.
- Redesigned the NMSA website to add more home page and site-wide features.





National Middle School Association Financials

National Middle School Association Statement of Financial Position For Years Ending June 30, 2009 and June 30, 2008

ASSETS	2009	2008 <i>(As Restated)</i>
Current Assets:		
Cash & Cash Equivalents	\$1,392,167	\$479,103
Cash Held for Others	—	70,059
Investments	—	1,414,902
Accounts Receivable (net)	355,100	286,502
Publications Inventory (net)	233,688	451,466
Prepaid Expenses and Deposits	217,618	305,927
Total Current Assets	2,198,573	3,007,959
Fixed Assets:		
Property & Equipment	1,278,723	1,131,765
Less Accum. Depreciation	(785,142)	(754,379)
Total Fixed Assets	493,581	377,386
Other Assets	143,803	190,487
Total Assets	\$2,835,957	\$3,575,832
LIABILITIES & NET ASSETS		
Current Liabilities:		
Accounts Payable	\$331,569	\$324,831
Accrued Payroll, Taxes & Pension	154,165	228,049
Deferred Revenue	1,496,115	1,582,181
Total Current Liabilities	1,981,849	2,135,061
Net Assets:		
Unrestricted:		
Designated	79,469	118,154
Undesignated	774,639	1,322,617
Total Net Assets	854,108	1,440,771
Total Liabilities & Net Assets	\$2,835,957	\$3,575,832



National Middle School Association Financials

National Middle School Association Statements of Activities and Changes in Net Assets For Years Ending June 30, 2009 and June 30, 2008

	<u>2009</u>	<u>2008</u> <i>(As Restated)</i>
Revenue:		
Membership/Subscriptions	\$1,503,304	\$1,627,884
Publications	829,183	928,794
Annual Conference	1,726,509	2,088,832
Other Professional Development Programs	1,102,480	933,032
Miscellaneous	35,035	64,487
Advertising	204,913	307,644
Sponsorships	257,623	209,154
Grant Income	80,606	—
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Total Revenue	\$5,739,653	\$6,159,827
Cost of Goods Sold	450,420	364,364
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Gross Margin	\$5,289,233	\$5,795,463
Expense:		
Membership	811,843	898,476
Publications	592,443	639,353
Annual Conference	1,319,287	1,308,619
Other Professional Development Programs	1,311,632	1,458,767
Advocacy & Association Development	619,412	694,307
Grant Expense	78,023	—
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Total Program Expense	4,732,640	4,999,522
Management & General	750,590	939,247
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Total Expenses	5,483,230	\$5,938,769
Operating Loss	(193,997)	(143,306)
Investment Loss	(392,666)	(66,231)
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Decrease in Restricted Net Assets	(586,663)	(209,537)
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Net Assets, Beginning of Year	1,440,771	1,703,168
Less: Prior Period Adjustment - Correction of an Error	—	(52,860)
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Net Assets, Beginning of Year	\$1,440,771	\$1,650,308
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Net Assets, End of Year	\$854,108	\$1,440,771
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