



Midland Corporation Board of Trustees Meeting

January 30, 2020



Mission

Midland promotes personal achievement and fosters independence for children and adults with intellectual and developmental disabilities by providing a range of innovative programs.

Chairman's Report

Geoffrey Allen

1. Approval of November 14, 2019 minutes
2. Reminders:
 - a) Conflict of Interest Policy
 - b) Code of Ethics



Chief Executive Report

Shawn M. McInerney

Required Action Items (Consent Agenda)

- Accept Second Quarter Financial Report
- Approve Midland Foundation and Adult Services
2018-2019 Audit
- Approve revision to the By-Laws (Trustee
background checks)



Midland Program Updates

Midland Program Summaries:

- The Midland School**
- Admissions Outreach**
- Human Resources Report**
- Employment Services**
- Day Habilitation Services**
- Community Residential Services and Supports**

Enrollment

- Current = 95.5 students
 - 5 new students since September

Program and Facility

- Literacy
 - New class started in September
 - 2 levels being presented now
 - May look to have a second full class for fall
 - For students needing more of a challenge with English/Language Arts





Midland School

Curriculum

- Science
 - Acquired complete set of FOSS Science Kits
 - Additional funding for new Science Room
 - Working on STEAM initiative to add technology to Science Lab

- Math and English/Language Arts
 - Acquired iReady curriculum
 - Working with students individually
based on skill deficits
determined by testing

- All curricular areas have been updated
- New Social Skills curriculum being implemented
Zones of Regulation and Superflex



Midland School

Events and Activities

- Recreational Programs/Family Events
 - Teen Dance- January 31
 - Spaghetti Dinner/Program Fair - February 23
 - Move for Midland – March 7

- Learning Institute and Parent Support Group
 - Learning Institute for January 1/21 – The Nurtured Heart Approach
 - Learning Institute for March 3/23 – Housing 101





Admissions Outreach

November 2019 – January 2020

Social Media

- Promote all school activities and events on Facebook, Instagram and Twitter (#Midland Monday, #TBT, #Midlandturns60, Assemblies, Concerts, Work Center, Instructional Highlights), created event flyer.
- Created brief video clips to promote school activities.
- Joined 83 Facebook pages to promote events and raise awareness of school's services and programs, invite to Learning Institute, Open House (posted Save the Date flyer).
- ADS – updated in New Jersey Family, K12 Academics, The Connections Magazine
- Update Midland Monthly newsletter
- Monthly Employee Spotlight

Events

1. Registered to attend
 - ASAH Communication Workshop – Effective Tools and Strategies for Private Special Education Schools - January 31, 2020
 - 2020 Alliance Resource Expo, Conference, Job Fair – April 4, 2020
2. Provided 6 tours (reporting period: November 2019- January 2020)
3. Open House – March 19, 2020 10-11:30 A.M. (2 RSVP)



MIDLAND



Human Resources Report

HR REPORT

- **COMPLIANCE**
 - HR has conducted end of quarter review of compliance posters.
 - All posters up to date.
 - Revision of Midland staff manuals and policies scheduled for Feb. 2020.
 - Updated Policies:
 - Visitors in the Workplace (pending);
 - Employee Handbook (pending).
- **RECRUITMENT**
 - Current organizational needs:
 - Nurse (RN, School);
 - Activities Assistant (MAS, Residential);
 - Support Manager (MAS, Residential) – 1 (Hockenbury) *pending*;
 - Support Counselor - ~11 openings, 3 FT / 8 PT;



MIDLAND

HR REPORT

- **RECRUITMENT**
 - Current organizational needs:
 - Job Coach – 1 opening, PT;
 - Outreach with different groups:
 - NJ Department of Labor (DOL):
 - Job Fairs
 - Flemington One Stop office;
 - 2019 Midland Retention Rates:
 - School 85%;
 - Adult Services 81%
 - Note: The retention rate for 2018 was 69%



Individuals served

- 79 Individuals
- 3 DDD Long Term Follow Along (LTFA) Individuals

Email blast

Sent to Support Coordination Agencies and Midland

MAS-E's current intake stats

11 individuals

- 1 in application process
- 4 tours completed

Enclaves in place

- **Goodwill Industries/Bound Brook (Date established May 2018)**
 - One individuals hired
 - One individual in hiring process
 - Sorting incoming donations and distributing them onto the sales floor
 - Three days per week
- **Top Safety Products/Branchburg (Date established January 2018)**
 - Three individuals hired
 - Assemble first aid kits
 - Three days per weeks
- **Fiddler's Elbow Country Club/Branchburg/Seasonal position (Date established May 2018)**
 - Two individuals hired
 - Laundry department –collect, wash, dry, fold and distribute to varied locations
 - Two days per week
- **WAWA- Bridgewater (Date established August 2018)**
 - Three individuals hired
 - Front End Associate – stock beverages and recycling
 - Two days per week



Midland Employment



- **WAWA- Hillsborough (Date established Dec 2018)**
 - Two individuals hired
 - Front End Associate – stock beverages and recycling
 - Two days per week
- **Ryland Inn (Date established July 2018)**
 - Three individuals hired
 - Food Prep–peel vegetables
 - Three days per week
- **PVH (Date established May 2018)**
 - Three individuals hired
 - Design Department-display and remove clothing from design board, organize lace and binders and maintain stock room
 - Two days per week



Midland Employment



Enclave Prospects

- ShopRite Flemington-front end associate
- Eurest Food Service – Johnson & Johnson and Janssen
- WAWA Bridgewater – another team being considered on alternate days

Prevocational Program at OYS

- Robert Wood Johnson Hospital, Somerset – Departments targeted: stocking and admin
- Seasons 52, Bridgewater- Dining services
- New Smart Board Installed

Seminars Presented to OYS and Work Center

- Voting – presented by Alliance Center for Independence –OYS and Work Center
- Advocating for Yourself - presented by The Arc - Work Center
- Get Better Sleep - presented by The Arc - OYS
- Proper Hygiene – presented by The Arc - OYS

Division of Vocational Rehabilitation Services (DVRS)

- Applied for Supported Employment for Middlesex County
- 2nd Hybrid individual in progress



EXPLORES Day Habilitation

HAPPY 2nd ANNIVERSARY: FRIDAY JANUARY 17, 2020

Program

- Current roster is 37 participants
- Working to expand down B wing, 3 classrooms

Community Involvement/Collaboration

- NJ ARC self advocacy classes continue once a month
- Holiday party with Employment Services a big hit!
- March 20, 2020 Internal Professional Development/ Staff training day

Community Residential Services and Supports

- Residential Staff Vacancies
 - 8 Part-time Support Counselors, 3 Full-time Support Counselors
 - 1 Part-time Activities Assistant
- New position
 - Residential Coordinator – Stephane Roche, primary responsibilities are supervision of Managers and daily operations of the homes
- Department of Human Services/Office of Licensing
 - Second submission of POC has been accepted.
 - All programs continue with full licenses
- Quality Assurance Plan
 - Facilities review – Scheduled for 2/2020
 - Nursing reviews – Ongoing
 - Quality reviews – Ongoing Every 6 – 8 weeks; Overnight reviews now being conducted weekly
 - Satisfaction surveys – Completed each May



Community Residential Services and Supports

- Residential Group Home Vacancies
 - Old York Road – 1 vacancy
 - Plan to fill with current resident from Hillsborough apartment
 - Westering Place Apartment – 1 vacancy
 - Plan to move current resident to Old York Road and backfill both beds with two individuals in need of accessibility
- In-home supports
 - Talking with family of Midland graduate regarding the possibility of providing in-home supports of 20-30 hours/week.





Fundraising & PR Report

Gail Russell, Director of Development

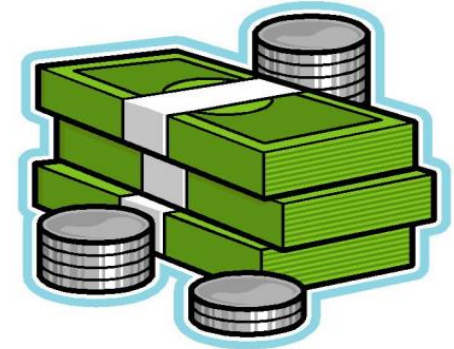
Advancement Committee

Lenore Dunn, Committee Chair

Midland Corporate Board Meeting

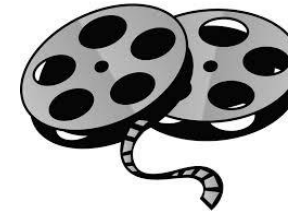
January 30, 2020

Year-to-Date Giving



- ❖ \$202,539 excluding bequest as of 12/30/20
- ❖ Decrease of 68k (25%) compared to last year
 - Approx. 20k decline in special events
 - \$26,856 decline in general & memorial gifts
 - ❖ 99 less gifts – 46 less memorial & 53 less general
 - ❖ \$7k less in memorial gifts
 - ❖ General giving decline – some timing of gifts, others 1x gift, # of gifts
 - 15k decline in grants
- ❖ Timing of 10k grant & received one-time gift of \$10k from Sanofi Pa.

Special Events



- ❑ *Midland Goes to the Movies with PNC – Nov. 24, 2019*
 - ❑ \$32,459 with 88 patrons
- ❑ *5th Annual Move for Midland Sponsored by PVH Corp. – March 7 2020*
 - ❑ Approx. \$17k raised including sponsors
 - ❑ Offering incentives for creation of fundraising pages
 - ❑ Marketing as alumni event – Alumni President spearheading effort
 - ❑ Recruiting parents to recruit other school parents to attend
 - ❑ Community Outreach: Neshanic Reformed Church, local lower schools
 - ❑ Need sponsors, participants, and attendees – Spread the word!
- ❑ *Midland Golf Classic – Hamilton Farm Golf Club – Oct. 19, 2020*
 - ❑ New co-chairs- Matt LoPiccolo and John Morris
 - ❑ 2 new committee members





The Midland Corporation 2019-2020 2nd Quarter Report

Midland Corporation Board Meeting

January 30, 2020



The Midland Corporation 2019-2020 2nd Quarter Financial Report

The Midland School Financial Highlights – Profit & Loss

	This Yr	Fiscal Year-To-Date Budget	Last Yr
Tuition Revenues	3,267,292	3,343,800	3,245,289
Tuition Expenses	3,604,296	3,698,800	3,598,564
Surplus(Loss) from Tuition	(337,004)	(355,000)	(353,275)
Extraordinary Services Revenue	206,025		152,856
Extraordinary Services Expenses	179,545		131,259
Surplus(Loss) on Extra. Services	26,480		21,597

Enrollment:	Regular 10 Mo Program	92.4	94.0	100.3
	Extended Program	83.0	83.0	91.5
School Days:	Regular 10 Mo Program	72	73	71
	Extended Program	30	30	30

➤ Revenue is down for the following reasons which were more than offset by reductions in expense:

- Regular enrollment is down 1+ students from Budget. Note: enrollment climbed to 95.5 as of Jan 23
- There's 1 less school day due to the Dec 2nd inclement weather school closing



The Midland Corporation

2019-2020 2nd Quarter

Financial Report

Midland Adult Services Financial Highlights – Profit & Loss

	Fiscal Year-To-Date		
	<u>This Yr</u>	<u>Budget</u>	<u>Last Yr</u>
Residential Services	(59,064)	252,500	(195,166)
Employment Services	(74,113)	(299,600)	(147,323)
Day Habilitation	65,226	52,400	25,592
Operating Surplus(Loss)	(67,951)	5,300	(316,897)
Residential Homes and Apts/Slots	11 / 41	11 / 41	10 / 37
Occupancy %	90%	95%	84%

HBR starting costs, Case opening 2 months later than budget

- Employment - up \$225,500 from Budget due to higher DVR contract revenue, higher FFS revenue, continued higher Product Assembly margins, and lower personnel costs
- Day Hab – up \$12,800 from budget due to lower than budgeted payroll & related expenses that offset slightly lower revenue



The Midland Corporation

2019-2020 2nd Quarter

Financial Report

The Midland Foundation Financial Highlights – Profit & Loss

	<u>This YTD</u>	<u>Qtrly Target</u>	<u>Last YTD</u>
Fund Raising Revenues:			
Fund Raising Events (net)	77,928	100,000	98,291
Donations, Appeals & Grants	142,459	201,700	173,542
Total Fund Raising Revenues	220,387	301,700	271,833
Fund Raising Expenses:			
Promotion & Development	83,439	90,800	86,809
Administrative	71,209	71,500	62,046
Total Fund Raising Expenses	154,648	162,300	148,855
Net Fundraising Surplus(Loss)	65,739	139,400	122,978
Grants Awarded to MS & MAS	60,000	60,000	166,648
Net Surplus(Loss) After Grants	5,739	79,400	(43,670)
Bequests & One-Time Lg Gifts	161,650		816,616
Investment Results	102,030		(98,964)
Net Surplus(Loss)	269,419		673,982
<ul style="list-style-type: none"> ➤ The Golf Outing finished short of budget by \$19,700 and Movies short by \$2,300 ➤ General & Memorial gifts are down \$24,800 and Grants down by \$35,500 ➤ Last YTD grants included grant to MAS for Case Road acquisition 			



The Midland Corporation

2019-2020 2nd Quarter

Financial Report

Investments Report

July - December 2019 Activity

	<u>Midland School</u>	<u>Midland Foundation</u>	<u>Midland School Trust</u>
Beginning Value - June 30	5,437,801	1,549,687	541,012
Investment Activity:			
Dividends & Capital Gains	135,276	42,831	11,199
Realized Gains (Losses) on Sales	162,074	3,344	8,218
Unrealized Gains (Losses) on Adj to Mkt	(22,690)	29,213	11,146
Additional Investments (Withdrawals)	-	-	-
Investment Management Fees	(15,640)	(3,897)	(1,708)
Total Investment Activity	259,020	71,491	28,855
Ending Value - December 31	5,696,821	1,621,178	569,867
% Change From Beginning of Year	4.8%	4.6%	5.3%

Balance as of December 31, 2019

	<u>Investment Policy</u>							
	<u>Target %</u>	<u>Range</u>	<u>Total</u>	<u>%</u>	<u>Total</u>	<u>%</u>	<u>Total</u>	<u>%</u>
Cash and Cash Equivalents	5%	2-10%	255,861	4%	133,351	8%	29,078	5%
Equities (incl. mutual funds)	50%	40-60%	3,209,178	56%	818,434	50%	276,126	48%
Fixed Income (incl. mutual funds)	45%	35-55%	2,231,782	39%	669,393	41%	264,663	46%
Total Account Value			5,696,821		1,621,178		569,867	
Investment Managers			Brown Bros Harriman Philadelphia, PA		Alpha Advisors Richmond, VA		PNC Inst Asset Mgmt E. Brunswick, NJ	

Quality Assurance Committee

Krasi Hristov - Chair

Michael Pinkerton- Co-Chair

- Review of Quality Assurance Metrics

Facility and Technologies Committee

John Cunningham – Chair

○ Development

- Case Road, Neshanic Station, NJ - Opened 11/18/19, fully occupied
- Hockenbury Road, Hillsborough, NJ currently under renovation – projected to open April 2020 4 residents accepted
- Claremont Road, Bernardsville – Projected to open Summer 2020
- Branchburg, off of Meister Road - Working with a developer on 13 apartments (39 individuals) – 2022
- Ongoing dialogue with Tom Toronto, Bergen United Way, regarding a proposed development in Readington
- Early phase of discussion with Ryan Homes developer regarding proposed development of Fox Hollow
- Early phase of discussion with Readington’s Municipal Planner, Michael Sullivan, regarding potential of development of a home in Readington





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Brand Launch

Website Development

- Anticipated April/May 2020 Launch



MIDLAND

Strategic Planning and Personnel Committee

John Tegeler - Chair

- Status update on goals and objectives
- Ongoing planning for an aging population



Governance Committee

Theresa Scheuble - Chair

Katya Valasek – Co-Chair

- Board Training
- Revisions to the By-Laws (Trustee background checks)
 - Proposed changes have been voted through the Governance Committee and the full Board
 - Motion Required
- New Trustee Recruitment