

2008: A Year of Transformation

Annual Report



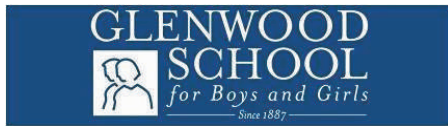
R e s i d e n t i a l



E d u c a t i o n



Where others see disadvantage, we see a child with a future.



Goodland Academy Residential Education that makes a difference



Friends of Yemin Orde



Mooseheart Child City & School Inc.



Presbyterian Children's Homes & Services



Palmer Home for Children



2008 – A Transformative Year

Key Accomplishments

Branding residential education

A “brand identity” was created for the first time in the history of residential education to define and distinguish residential education as a field. Using language in the branding document “Residential Education: A Re-Introduction,” CORE and its member programs can now speak with one powerful voice about the value of residential education for at-risk children. The branding language helps the field clarify the principles and practices of residential education, dispels misinformation that exists, and makes more people aware of residential education’s existence and benefits for children.

Developed over nine months with the help of CORE’s Branding Task Force composed of member programs and CORE staff, branding consultants held extensive interviews with residential education programs, policymakers, social workers, and opponents of residential education.



The branding language has been widely used by CORE at the national level and by member programs locally in annual reports and brochures; in communication with policymakers, social workers, judges, donors, families, licensing bodies, critics, and the community at large; in training with Board of Directors and staff; and on member program Web sites and other marketing tools.

“We are defining residential education as a new category for at-risk children. This branding CORE developed is the foundation.”
– David Dearing, Executive Director, Goodland Academy

Though programmatic models differ, each residential education program shares a core mission: to provide a way for young people to excel through high-quality education.

Long recognized as a desirable model for children from more affluent families, residential education affords at-risk children a similar opportunity – helping them navigate a solid course in careers, relationships...and in life.

Strengthening professional practices

CORE hired its first director of professional practices to support the “strengthening residential education programs” half of its mission. This was made possible in large part due to a capacity-building grant by a longtime, generous donor and matching contributions by member programs. As a result, the marketing and certification process of CAREStandards: CORE Certification for Residential Excellence – the first industry standards for the residential education field – was greatly enhanced. Goodland Academy in Hugo, OK became CAREStandards certified after undergoing the self-study and peer review process.



Additionally, queries by member programs have been more frequent and thorough than ever before; “Overview of Residential Education in the U.S.,” the first national survey of the residential education field, was finalized and disseminated; and additional technical assistance made available to CORE member programs.



Research on residential education

Begun in 2005, “Overview of Residential Education in the U.S.” – the first national survey of the residential education field – provides a landscape of existing residential education programs, including the number of programs and students served, student demographics, program models used, funding models used, and key outcomes. The findings from this survey make a significant contribution to the knowledge base of the field, including serving as a foundation for research into the effectiveness of residential education. *Overview* findings were used as the basis for a journal article published in July 2008 by highly regarded child welfare researchers Drs. Bethany Lee and Rick Barth, “Residential Education: An Emerging Resource for Improving Educational Outcomes for Youth in Foster Care?” in *Children and Youth Services Review*.

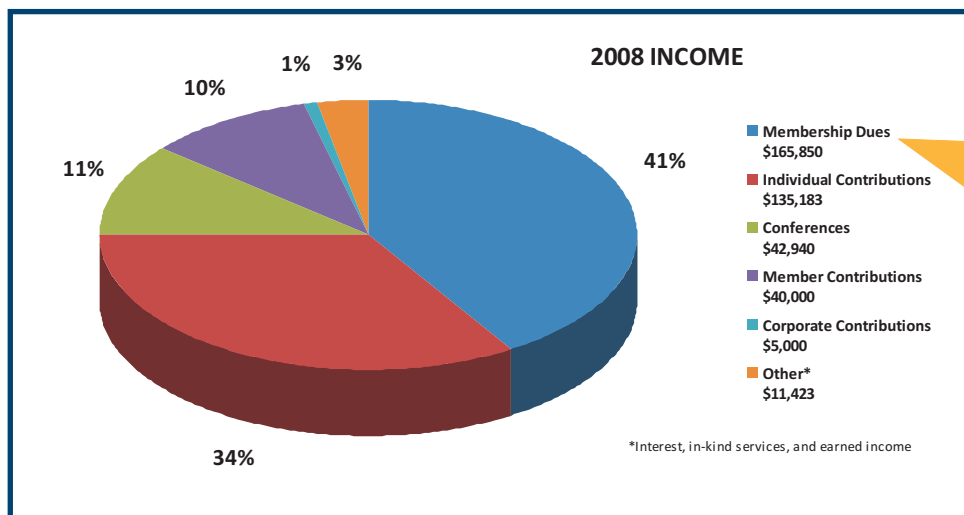
Successful National Conference and first webinar

“Homes on the Range,” the 2008 CORE National Conference hosted by Children at Heart Ministries and Presbyterian Children’s Homes & Services in Austin, TX witnessed outstanding speakers, informative workshops, and one of the highest participation rates.

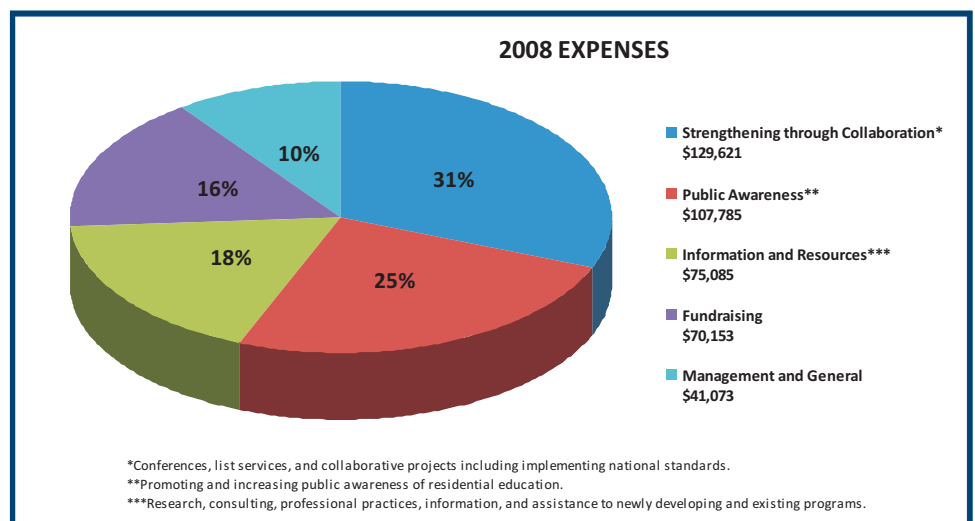
CORE offered member programs its first webinar, “Outcomes Measurement in Residential Education,” with featured speaker Dr. Bethany Lee, assistant professor at the University of Maryland’s School of Social Work. Representatives from Milton Hershey School and Crossnore School offered information on how they collect and use outcomes.

CORE’s first own office

CORE moved to its first own office in Bethesda, Maryland after subletting from other nonprofit organizations for many years.



41% of CORE’s income comes from membership dues.



Building on this transformative year, our goals for the coming year include:

Effective Advocacy and Public Awareness

- **Legislation**

CORE is working on pending federal legislation to ensure a minimum of burdensome regulations while ensuring safety for children at residential programs, and increased appreciation and support for residential education by policymakers and the Administration.

- **Dialogue with Child Advocacy Groups Opposing Residential Education**

CORE is beginning a dialogue with Children's Rights, Inc., whose successful state lawsuits oftentimes preclude children from being placed in residential settings, and with other residential education critics and skeptics.

- **Web Site and Public Outreach**

CORE's newly-designed, more dynamic Web site greatly enhances public awareness of residential education and member programs. Social networking, including Facebook, YouTube, and Twitter, provide additional mediums for public outreach. A members-only portal on CORE's Web site will provide easy access to an online library of information and resources pertinent to member programs.

- **National Residential Education Day**

With its inception in 2009, National Residential Education Day is an annual public awareness event that celebrates and brings attention to the residential education option for at-risk youth.

- **Greater Network of and Collaboration Among Programs**

CORE is ramping up recruitment efforts to grow its network of programs. A membership campaign by the Board of Directors and staff is underway in an effort to double the size of the CORE network by 2012.



National Residential
Education Day
May 6, 2009



youth. education. futures.

Strengthened Professional Practices

- **Outcomes Collection**

An Outcomes Committee has been formed to determine the most vital outcomes measurements to collect and tools to use at the program and national levels to assess the effectiveness of residential education. This information will be used to increase the effectiveness of residential education programs for youth, in advocacy efforts, and in program development.

- **2010 Resurvey for "Overview of Residential Education in the U.S."; Stimulate Additional Research**

- **Queries by Member Programs**

CORE will continue to conduct and collect queries on professional practices for member programs, further developing its database of promising practices.

- **CAREStandards**

More CORE member programs will be undergoing CAREStandards certification.

- **Consultation to New and Existing Programs**



Cost Savings to Member Programs

- **Aramark Food and Maintenance Savings**

CORE and Aramark are partnering to provide cost-effective food and maintenance services to member programs.

- **Consorta Cooperative Purchasing Discounts**

Discounted pricing on goods and services through Consorta – a cooperative purchasing system – are made available to member programs.

CORE is the national nonprofit organization **promoting** and **strengthening residential education** programs for economically and socially disadvantaged youth. Founded in 1994, CORE's mission is to represent, advocate, and strengthen residential education programs for children and youth whose homes cannot meet their needs.

CORE supports the development of high-quality residential education programs through:

- Advocacy
- Professional Practices
- Public Awareness
- Capacity-Building through Collaboration
- Information and Resources

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