

NORTH CENTRAL REGIONAL
BETTERMENT COALITION

This month the North Central Regional Betterment Coalition concludes its 2nd formal year of operations, and it is our pleasure to share with you this Annual Report.

All signs continue to point to the keys of economic recovery being tied to where we go in the realm of education on a national, state, and local basis. Correspondingly a clear majority of our 100% community based volunteer efforts focused on this issue.

In the fall of 2010 a group of local educators participating in the Educational Advocacy Committee expressed a desire to have an outlet to share their reform and positive enhancements. NCRBC responded with a marketing effort campaign themed blog called "Share the Change." The idea is that everyone will share in the fruits of education improvements, or everyone will share in problems created by the lack of improvements. Please check out the site at <http://share-the-change.blogspot.com/>

Recognizing that teachers are one of the greatest resources we have, the NCRBC recognizes those teachers in our 3 county region that have made the effort to be the best they can be through National Board Certification.

This spring NCRBC hosted a multi city (Ottawa, Oglesby, and Princeton) event with the Illinois 20 Council Family and Parental Engagement Committee. Statewide leaders and local participants discussed strategies for effectively deepening the level of community involvement in the educational process.

Additionally NCRBC: held its 1st ever general membership meeting. We created a presence on Facebook <http://www.facebook.com/pages/North-Central-Regional-Betterment-Coalition/158894137480177>. When you get a chance please visit to 'like' us. A News-Position Paper section has been added to www.ncrbc.net. We have created several new marketing materials including a tri-fold brochure featuring the extension of our brand image logos. We continue to work on membership and membership retention, the Volunteer Sharing Center, and the Regional Events Calendar.

The Events Calendar has become a particular challenge for us for primarily two reasons. One reason is the time commitment needed to gather and post event information. The other difficulty lies in the nature of the undertaking in that to be at its best the calendar needs event information at the earliest possible moment from organizations. Most organizations are set up to distribute event information as close as possible to the date for marketing purposes. We are working to solve these issues through the use of student intern volunteers.

Thank you again for your membership this past year. We truly believe when you commit to NCRBC membership, you are expressing a shared desire to see things improve, and that a community based organization has a role in the process.