annual report
fiscal year 2019
From the Executive Director

Dear Friends and Supporters,

Every morning as I enter the front door of our historic “yellow house,” I feel the energy and warmth of our community and the hint of promise in the air. In the Margaret Fuller Room, a group of intent students of all ages and backgrounds confer about their next reading. Across the hall, there is a roomful of students hailing from a dozen different countries immersed in learning the difference between the English pronunciation of “our” and “air.” As I proceed to my office, I pass by the masterful paintings of longtime CCAE art students who learned their art and their craft here. We award no grades or credits, nor do we graduate our students. Instead, every day, we give people a welcoming place to explore, to create, to grow.

And, thanks to all of you, we have been doing so for over 150 years here in the heart of Harvard Square.

In Fiscal Year 2019, we have accomplished many things:

- We celebrated our 80th birthday as Cambridge Center for Adult Education;
- We saw a steady and substantial increase in revenue and the number of students enrolling in our classes. Last fall, tuition revenue was up 15% over the previous fall (and Fall 2019 continues that trend, up nearly 20% over Fall 2018!);
- The work performed by our board and its committees, ably led by Board Chair Christian Nolen, was critical in helping us achieve important goals;
- We enjoyed the most successful Of Course! ever last April, setting a new standard for CCAE fundraisers;
- Our program staff continued to create a roster of classes that our students find engaging with committed and expert instructors; enrollments in almost every category surged;
- As a team, we launched a bright, useful, mobile-friendly website and a colorful new CCAE logo;
- We did critical work on our historic buildings, including the installation of a new heating system;
- We continued our outreach to our greater community, offering free classes to the constituents of fellow nonprofits, and forging productive partnerships with Cambridge Community Foundation, Cambridge Public Library, and many others.

In short, we are on an upward trend that continues to grow.

But to remain the community learning center you have always counted on, one that welcomes every kind of learner, we need your help. Remember, tuition covers only 80% of our operational costs at CCAE. Committed donors make the difference, and thanks to all of our loyal supporters, we can take a bow.

Thank you for your support, and please continue to come to CCAE. And bring your thirst for learning with you!

Best Regards,

Linda Burton, Executive Director
CCAE STAFF

Executive Director
Linda Burton

Assistant Director
Michael Goldman

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Director of Programs
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Program Director
Michelle Baxter
Senior Program Manager
Ploy Khunisorn
Program Manager
Francesca Ferraris
Program Manager
Jessica Covert

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Director of Development
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Development Associate
Sarah Harrison

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Marketing Manager
Abigail Adgate
Marketing Associate
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Eleanor (Nona) Morse
Robert Philipps
Agustin Romero
Gabija Vaisvilaitė

Finance & Operations
Business Manager
Ping Hu
Setups Coordinator
Michael Schultz

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Focus on Languages

This year saw an accelerated growth of the Language division. Both the World Language and English as a Second Language programs continue to thrive under the management of Francesca Ferraris with growing enrollments and vibrant class offerings.

Free personal assessments and individual tutoring aided the growth of the programs and allowed students to customize their learning experience. A new level-up discount encouraged students to continue into the next level. Engaged instructors offered new, culturally enriching classes such as Hispanic Movies: Listening and Conversation and American Pop Culture: Understand Humor and Cultural References.

By the Numbers

14 different languages offered
2585 students
$592,184 in FY19 tuition revenue

477 classes offered
41 instructors
$100,021 increase over FY18 tuition revenue
“Successful language acquisition requires commitment, continuity, and a joyful learning experience. This year, we implemented new levels of classes such as American Sign Language Beginner Level 2, Brazilian Portuguese Intermediate Conversation, and more. We also introduced more advanced offerings in literature, film, and art, such as Aperitivo letterario, English Through Movies: American Cinema Classics, A German Morning with Bauhaus, and ESL tours of the Harvard Art Museums. In collaboration with our instructors and students, we will continue to expand our class offerings.

Our strong team of language instructors reflects and collaborates on methodology, curriculum, and goals to ensure that our students can progress to the next level. Learning a language at CCAE means being part of a diverse community that enjoys being exposed to different cultures and new points of view. Our students come weekly throughout the year, from all over New England, to contribute to the language learning process with their wit and perseverance. The laughter that you hear coming out of our language classes are a testament to that.”

—Francesca Ferraris, Program Manager for ESL and World Languages

Spotlight On Elena Lori

CCAЕ Italian Language Instructor

“Some weeks ago I asked one of my students why she continued to study Italian, and she answered that in my Italian conversation class she had found friendship. Building relationships, speaking with others, and language learning—and seeing that this all happens in these classes—is beautiful to an instructor.

Teaching Italian is a way to keep alive the bond with my country, but also a way to share my country with others. It’s always exciting to see how much the students love Italy—my language, my food, my culture. This summer, while I was at the airport to return to the United States, it was difficult to say goodbye to my family and friends. But then, I thought of my students and I felt less unhappy. They give me the energy and the strength to live well in a country that is not mine.”

—Elena Lori

“[There was] positivity from the classmates and enthusiasm from the teacher. We learn not just new words, but also get more cultural resources for our own time and improvement. I really loved this class and found it very enriching!”

—Adrien S., Due chiacchiere e un caffè: Advanced Conversation with Breakfast

Right: Elena Lori and students at the Harvard Art Museums
New Classes

Celebrity Chef MasterClasses:
In Fall 2018, we started our new Celebrity Chef MasterClass series, bringing celebrated local chefs into the CCAE teaching kitchen. Managed by Ploy Khunisorn, Senior Program Manager for Food & Wine and beloved cooking instructor, the series has seen many sold-out classes with chefs like Carl Dooley of The Table at Season to Taste and Jody Adams of TRADE, Porto, and Saloniki.

Painting Outdoors on the North Shore
This new sold-out painting class brought Studio School students out of the studio to paint en plein air along the picturesque shore in Gloucester and Rockport.

New Fiber Arts Classes
*Galentine’s Day Feminist Embroidered Aprons (Left)* with new instructor Lauren Tyger and *Shibori Tie-Dye Workshop* with Alice Garfield introduced students to these ancient textile crafts.

Performing Arts Showcase
We had our inaugural Performing Arts Showcase in November. Actors, playwrights, poets, and comics performed short routines or read original work for friends, family, and the community in this 3-day showcase that we will continue every year.
Exceptional Events

Conversations on the Edge

This year, Conversations on the Edge expanded to new community venues like Cambridge Rindge and Latin School and Cambridge Public Library. We were joined by distinguished speakers to discuss topics such as social media and democracy, the 2018 midterm elections, and growing economic divides in Cambridge.

Anthony Brooks of WBUR moderated a special Conversation on the coming 2020 presidential race with Wilnelia Rivera and Beth Lindstrom as part of our biennial fundraiser, Of Course! in April (Top Right).

Blacksmith House Poetry Series

The Blacksmith House Poetry Series completed its 46th year of readings in the fall and spring terms. The Emerging Writers/New Voices night in the fall introduced Mary Coons, Sam Cha, and Jessica Fjeld to a packed audience. In the spring, poets such as Jessica Greenbaum (Right) delighted the audience with great contemporary poetry.

Gonson Daytime Lectures

Gonson Daytime Lectures, which previously took place on Wednesday mornings, enjoyed increased attendance with its new time at one o’clock in the afternoon and the addition of complimentary coffee and tea. Among the speakers this year, Miranda Aisling told a curious crowd about the emergence of tiny houses and how she built her own. Marion McNabb discussed cannabis as a preventative measure and treatment for opioid addiction.
Cambridge Center for Adult Education’s 2019 gala fundraiser, Of Course! was held on Sunday, April 28, 2019 and maintained its reputation as a celebration of all that is best about CCAE. Of Course! featured engaging sampler classes led by our best instructors, followed by a brass band parade to The Charles Hotel. There, we enjoyed small bites and signature cocktails from 17 of the best restaurants in the city, wine from our sponsor 90+ Cellars, and beer presented by our own beer specialist and instructor, Kris Butler. Best of all, the spirited conversation and sense of convivial community that CCAE is famous for was much in evidence!

Of Course! provides a vital source of funds to CCAE’s ongoing viability, scholarship program, and new community outreach programs.

**By the Numbers**

<table>
<thead>
<tr>
<th>286</th>
<th>25</th>
<th>17</th>
<th>32</th>
<th>17</th>
<th>6</th>
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<td>guests</td>
<td>mini-classes</td>
<td>restaurant sponsors</td>
<td>individual sponsors</td>
<td>corporate sponsors</td>
<td>raffle winners</td>
<td>signature cocktails consumed</td>
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By the Dollars

$162,803
Of Course! Revenue

$24,816
Of Course! Expenses

$5,000
raised by the Of Course! raffle

$7,210
donated in-kind services

85¢
amount of every dollar raised that went to directly to CCAE

85%
ratio of revenue-to-expenses

Our Of Course! ratio of expenses to revenue, at only 15%, easily beat the 35% industry standard for nonprofit fundraisers!
Financial Growth

CCAE saw a substantial increase in operating performance for FY19. Tuitions were up a healthy 8% - or $146,000, while fundraising events were up over 400%, propelled by the most successful *Of Course!* Gala Fundraiser ever, held in April, 2019.

**Operating Income and Expenses**

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY18</th>
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</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
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<tr>
<td>Tuition and Fees</td>
<td>$2,011,205</td>
<td>$1,865,810</td>
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<tr>
<td>Fundraisers and Events</td>
<td>$161,039</td>
<td>$36,195</td>
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<td>Innovation Fund</td>
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<td>Annual Fund</td>
<td>$127,039</td>
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<td>Grants and Corporate Support</td>
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<td>Miscellaneous Revenue</td>
<td>$17,322</td>
<td>$17,173</td>
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<td><strong>Total</strong></td>
<td>$2,520,070</td>
<td>$2,262,040</td>
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<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
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<tr>
<td>Faculty Salaries, Fees and Benefits</td>
<td>$502,528</td>
<td>$463,916</td>
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<td>Staff Salaries and Benefits</td>
<td>$993,944</td>
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<td>Facilities</td>
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<td><strong>Total</strong></td>
<td>$2,305,984</td>
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<td><strong>SURPLUS</strong></td>
<td>$214,086</td>
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* The Annual Audit for FY19 has not been completed
Improved Online Presence

In February 2019, we launched a new, modern web-friendly website. The new website improves user experience through intuitive navigation, mobile responsiveness, and search engine optimization. Students can easily find the classes they’re interested in and quickly register for them.

How Many People Use Our Website 2018 vs 2019

How Frequently People Use Our Website 2018 vs 2019

How People Visit Our Website

Our new website is mobile responsive. We have seen growth in the number of mobile users since the new website launched.

Our registration system will soon also become mobile responsive, continuing to improve the user experience.

With improved SEO and mobile responsiveness, we hope to continue to make it easier for potential students to find us.
CCAE in the Community: CCAE Gives Back

Why give to CCAE? One salient reason is that CCAE in turn pays it forward with the gift of its unique “product”—excellent and diverse classes. With the generosity of our donors, we are able to give back to our community and our neighborhood.

In Fiscal Year 2019, CCAE again partnered with several local nonprofit organizations, including Community Servings and On the Rise, and Perkins School for the Blind to offer classes free-of-charge to their constituents.

Community Servings’ Teaching Kitchen program is a culinary job-training program for people interested in food service careers who face barriers to full-time employment. Their students ventured from their teaching kitchen to ours in order to broaden their horizons with our World Cuisine classes—Indian, Thai street food, dumplings, Chinese—and to spend an afternoon exploring CCAE and Harvard Square.

Women combating homelessness and other challenges with the help of Cambridge’s On the Rise recently joined CCAE for an intensive three-hour class on how to start a financially-successful housecleaning business.

Perkins School for the Blind students (Top Left), who are spending the year before entering college learning to better navigate the world, took a class on iPhone Photography with instructor Marcella Green. The instructor reported that she learned invaluable lessons about new learning techniques as she tutored these teenagers.

Every year, CCAE gives out over $20,000 in a scholarship program for students who are not able to afford classes on their own, thanks to the generosity of our corporate and foundation support, and the generosity of CCAE Annual Fund donors.
A View of the Future:  
Our Vision for Fiscal Year 2020

This is a season of rising and realized expectations as we set our goals—short-term and long-term—and plan for a strong and lively future.

Financial goals are never far from our thoughts.

- A robust Fall Term, up 18% over Fall 2018, has given us an early jump on achieving our tuition and enrollment goals for Fiscal Year 2020.
- FY20 is “The Year of the Annual Fund” as we put a focus on giving: enlarging our Spreading Chestnut Tree Society circle of donors, mounting a successful fundraiser called, Lobster, Of Course! in June, and establishing a CCAE Endowment Fund.
- We will be looking for ways to maximize our classroom space, continue to increase our run-rate for classes, and make more classroom improvements.

Programming goals are the catalyst for CCAE’s growth.

- We will continue to develop new classes and add faculty that will meet the emerging needs and desires of our student.
- We will strengthen student retention by continuing to create curriculum continuums.
- We are looking for opportunities to create interdisciplinary and co-teaching classes to enhance faculty collaboration.
- We continue to find ways to value our talented faculty, supporting their aspirations and their goals as educators.

CCAE in the Community, our gateway to the larger world.

- We continue to reinforce on a daily basis our mission of enhancing a sense of community within our classrooms, corridors and courtyards, providing a warm, welcoming, and fun corner of the world for everyone to enjoy.
- We enhance our position as an important partner in the community through our collaborations with Cambridge Rindge and Latin School, Cambridge Community Foundation, Cambridge Arts Council, Cambridge Community Television, Harvard Graduate Schools, Cambridge Public Library, Shady Hill Middle School, WBUR, and others.
A Giving Report
August 1, 2018 - July 31, 2019

Spreading Chestnut Tree Society

$10,000+
David and Sharman Altshuler
Richard Beaty
Elizabeth Coxe and David Forney
Richard M. and Priscilla S. Hunt

Christian Nolen and Susan Denny
Amy and Jonathan H. Poorvu
Jean M. and W. Mason Smith, III

$2,500 - $9,999
Brian Carey and Erin M. Graves
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Peter and Jane Ann Fisher
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FISCAL YEAR 2019 ANNUAL REPORT

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