



FLORIDA ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN

FLAEYC: THE VOICE FOR FLORIDA'S CHILDREN

The mission of the Florida Association for the Education of Young Children is to support early childhood professionals by providing leadership, advocacy, and professional development opportunities.

State Affiliate for NAEYC and SECA

Dear FLAEYC Member:

You may not know that you have representation on the NAEYC Affiliate Council, by the FLAEYC President and President Elect/Past President. The Affiliate Council meets at the annual NAEYC conference and the annual Professional Development Institute. This past Affiliate Council meeting was held at the annual NAEYC Conference in Orlando on November 6, 2011. Barbara Backus and I attended as representatives for Florida and Gege Kriescher attended as a regional representative for several southern states. I would like to share the following with you from the notes that I took from the meeting.

The National Dialogue conversation has already occurred in Vermont, New Jersey, and North Carolina. Another one will be held at the SECA conference in San Antonio in February. Other meetings will be scheduled in other states in the western part of the U.S. Because of geography, virtual meetings will be held in Puerto Rico, Hawaii, Europe, and Alaska. If you would like more information on the content of these meetings or why these conversations are taking place you can visit the affiliate resource page at www.naeyc.org/affiliates/forms.

NAEYC is struggling financially at this time although they remain a strong and viable organization. They are not in danger of closing. NAEYC is restructuring staff to make amends to finances. Currently, NAEYC earns the most of their money from publications and the conference. They break even on Accreditation, but lose on student and regular memberships. They only make \$1.47 on each comprehensive memberships. They are exploring ways to increase revenue and memberships. Ideas that were generated were having an automatic renewal of people's memberships, having a layaway plan for membership. (There has been no dues increase in eleven years and currently there are no plans at this time to increase membership dues.) NAEYC is focusing on making improvements to their technology systems.

At the present time 75% of NAEYC's affiliates are ready and set up for direct deposit from NAEYC. 26 affiliates have been tested with a one cent deposit. Direct deposit for all affiliates will be forth coming.

The online Roles & Functions report that affiliates have to complete annually will now include hyperlinks with explanations for most items.

5 state affiliates received \$5000 innovation grants from NAEYC. FLAEYC submitted a grant application to fund an extra regional representative position, but it was not awarded.

NAEYC has developed Orientation modules that will be online with video, screen shots, and sound. The modules will be out this month for affiliate login & checking membership, the NAEYC resource center, and business practices/marketing. FLAEYC is also developing orientation modules for their affiliate leaders.

NAEYC ran a summer "Back to School" Membership Campaign. It was noted that lapsed members are just as likely to renew with gentle reminders sent at regularly scheduled intervals, than ones that were given an incentive like a NAEYC book to rejoin. In the past, NAEYC would stop sending reminders that a membership was expired after they had been lapsed after 6 months. This will be changed.

There is an issue that NAEYC brought up regarding local and state affiliates that have officers listed who have expired membership (over 400). The staff was asking how we could help with this issue. The council representatives from the states basically said that it should be taken care of at the local and state level. So please check your officer's membership status periodically to make sure officer memberships do not lapse.

Through NAEYC's research, it was determined that the main reason people join is due to relationships which is why it is important that local and state affiliates should use the personal approach to get people to join and become involved. Hand written notes and personal phone calls are a must. By a show of hands in the room, the

majority of people there were a part of NAEYC because someone invited them to come to an event or encouraged them to join. NAEYC's research has also shown that besides relationships, people join NAEYC because of loyalty, career development, and leadership opportunities. People volunteer with NAEYC or state or local affiliates because they want to support something and advocate for "something larger than themselves." There is more advocate power when a large amount of people speak with one voice.

NAEYC is focusing on the following strategies and development to increase membership:

- Converting Regular Membership to Comprehensive Membership
- A Friend Referral Program
- College faculty outreach which will also reach students
- Possible co-branding with affiliates
- Having a friends of NAEYC on website – a business & organization registry and a donate button

Future Dates:

NAEYC Annual Conference

11/7/12 -11/10/12	Atlanta
11/20/13 – 11/34/13	Washington DC
11/5/14 - 11/8/14	Dallas
11/18/15 – 11/21/15	Orlando

Professional Development Institute (PDI)

6/10/12-6/13/12	Indianapolis
6/9/13-6/12/13	San Francisco
6/8/14-6/11/14	Minneapolis
6/7/15 – 6/10/15	New Orleans

At the Affiliate Council there is the opportunity for state affiliate council representatives to "speak out" to NAEYC. This forum can be used to comment, commend, make suggestions, and ask questions. FLAEYC asked

1. Can NAEYC develop a layaway program for membership? Answer: We will look in to that, but it will take an improved technology so that it can be tracked. Also it will cost additional money because every time a credit card transaction is made there is a service fee incurred.
2. We understand that NAEYC highly recommends Director & Owner (D & O) Insurance for affiliates chapters to cover affiliate officers from being sued. The cost of this insurance is \$1000 - \$2000 per affiliate. Can NAEYC look into buying this insurance for affiliates as a group rate? The cost would still be charged to the affiliate, but will be less expensive than each one buying it individually. Answer: Yes. They will look into it.

You do have representation on Affiliate Council. If you have any questions, comments, or suggestions please relay them to the FLAEYC President before June and November of each year, so that they can be presented to NAEYC. We will be providing you with an update after each meeting. If you have any questions about any of these notes or would like further information from the meeting please feel free to contact me at charlenegr@comcast.net or your President Elect, Barbara Backus at backusb@pcsb.org



Charlene Gross, FLAEYC President