

naeyc[®]

National Association for the
Education of Young Children



2017

Annual Report



A Year of Change



The 2017 fiscal year saw NAEYC preparing for some of the largest changes in our membership structure in our history. Buoyed by our strategic direction we took several actions to make sure we were serving ALL early childhood educators, allowing us to provide unique benefits to meet members where they were in their careers.

The foundation for these changes was rooted in three major initiatives. The first was transitioning to a new Association Management System that would allow us to better serve and understand our members and customers. The second was to restructure our membership levels in order to provide more, better and tailored benefits specific to an educators needs. The third change is alignment of our affiliate structure, moving from more than 270 affiliates to 50 unified organizations that share our common vision, mission, brand and member centric approach.

While we worked on these initiatives, our commitment to connecting with our members and building community never waivered. During this time we launched HELLO, our digital online forums. These forums foster support for members by allowing them to connect, network, and share insights about their work. Our social networks also continued to show positive growth.

On the advocacy front, our Early Education for President campaign transitioned to a more evergreen program, America for Early Ed. This program continues to actively promote non-partisan support for early childhood education on Capitol Hill and in state houses across the country. Our Public Policy Forum attracted more than 300 members who visited Capitol Hill, delivered 48,000 petitions and advocated to make early childhood education a top budget priority. This work combined with advocacy efforts all spring resulted in the largest funding increase in the history of the Child Care Development Block Grant (CCDBG). Lastly, Power to the Profession continued to take shape as we worked with our partners and affiliates to engage tens of thousands of early childhood educators across the country in designing a professional framework for early childhood educators.

We are excited for the future of NAEYC as we grow and adapt in order to fulfill our mission as the premier early childhood education membership association. Our Governing Board, staff, affiliates and volunteer leadership are all committed to ensuring that all young children thrive and learn in a society dedicated to ensuring they reach their full potential.

With gratitude,

Rhian Evans Allvin
Chief Executive Officer

11%

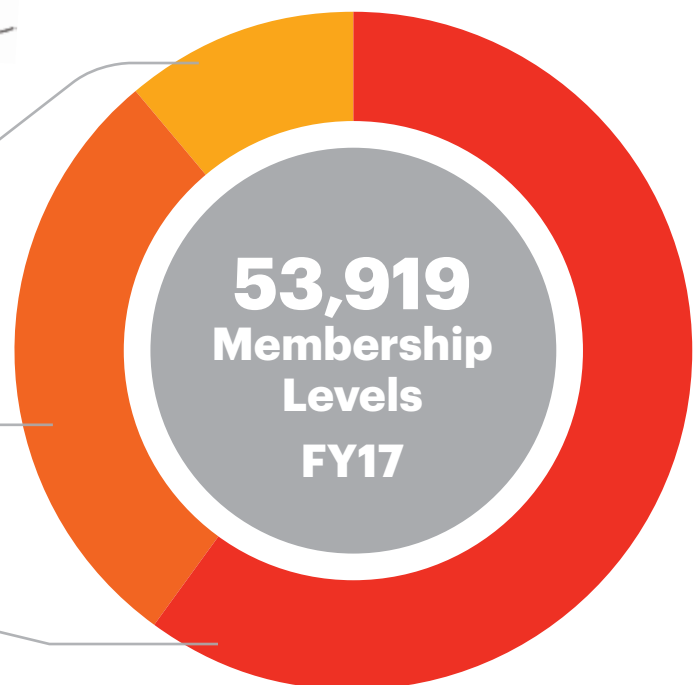
Student

29%

Comprehensive

60%

Regular



Global Engagement

Top 5 Countries at the 2016 Annual Conference in Los Angeles

- China, Canada, Mexico, Bahamas, and Japan
- Members in 73 Countries
1,018 Foreign members

Conferences

Annual Conference

Los Angeles - Attendees: **Total 8,837**; includes **1,609 Exhibitors**

Professional Learning Institute

San Francisco - Attendees: **Total 2,191**; includes **226 Exhibitors**

Affiliate Network

50 Affiliates

Accepted and rebranded under new affiliate structure.

List of Affiliate Council Members

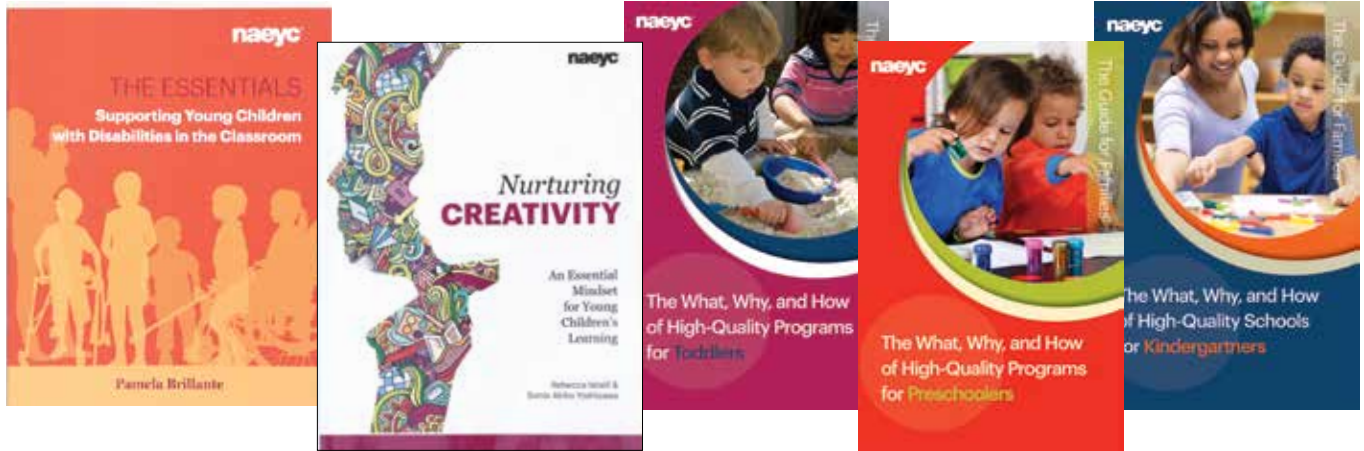
Jennifer Kalas, Chair
Robyn Lopez Melton, Chair-elect
Kyra Ostendorf, Past Chari
Ida Rose Florez, VP and Affiliate Liaison
Alberto Mares
Benjamin Planton
Brian Kingrey
Cary Larson-McKay
Chris Amirault

Dianna Saelens
Karen Nemeth
Kelly Ramsey
Kimberly Kofron
Lydia Bowers
Shanna Kukla
Shu-Chen Yen
Tara Hurdle



**NAEYC is
the foremost
professional
association for the
early childhood
field.**

Publications



Published in 2017

Brochures

- Nurturing Creativity: An Essential Mindset for Young Children's Learning (book)
- Family Engagement in the Digital Age: Early Childhood Educators as Media Mentors (book, copublished with Routledge)
- Making and Tinkering With STEM: Solving Design Challenges With Young Children (book)

Books

- The Essentials: Supporting Young Children with Disabilities in the Classroom (book)
- A High-Quality Program for Your Infant (brochure)
- A High-Quality Program for Your Toddler (brochure)
- A High-Quality Program for Your Preschooler (brochure)
- A High-Quality School for Your Kindergartner (brochure)
- A High-Quality School for Your Child in First, Second, or Third Grade (brochure)

Magazines

- 5 issue each of Young Children and Teaching Young Children
42% of members receive YC: 39% TYC; 19% Both



Digital Content

Launched the new member-only online community **HELLO**



Social Stats



125K likes



56K followers



6.5K followers



3K followers

Email Stats

NAEYC Notes e-newsletter - 77K subscribers, avg open rate of 20%
For Families e-newsletter - 18K subscribers, avg open rate of 17%

Professional Development

8 in-person workshops; 8 webinars

Highest attended in-person workshop

- Communication Skills for Challenging Conversations (August 2017): **31 attendees**

Highest attended webinars

- Making & Tinkering with STEM (March 2017): **2116**
- Enhancing Knowledge and Skill Development by Gently Guiding Play (May 2017): **2608**

Public Policy

- Participated in and led 9 Affiliate and other professional conference presentations and sessions

Public Policy Forum

- 300 early childhood educators, parents, and advocates from 41 states attended this advocacy event in Washington, DC

Accreditation

Early Learning Systems

- Total Accredited Programs—**7107**, total new receiving accreditation **47**
- 6.5% Market penetration in child care center market

NAEYC Higher Education Accreditation

- 231 accredited early childhood degree programs in 2017
- Accredited programs in 39 states
- In 2017 the system accredited its first baccalaureate degree programs

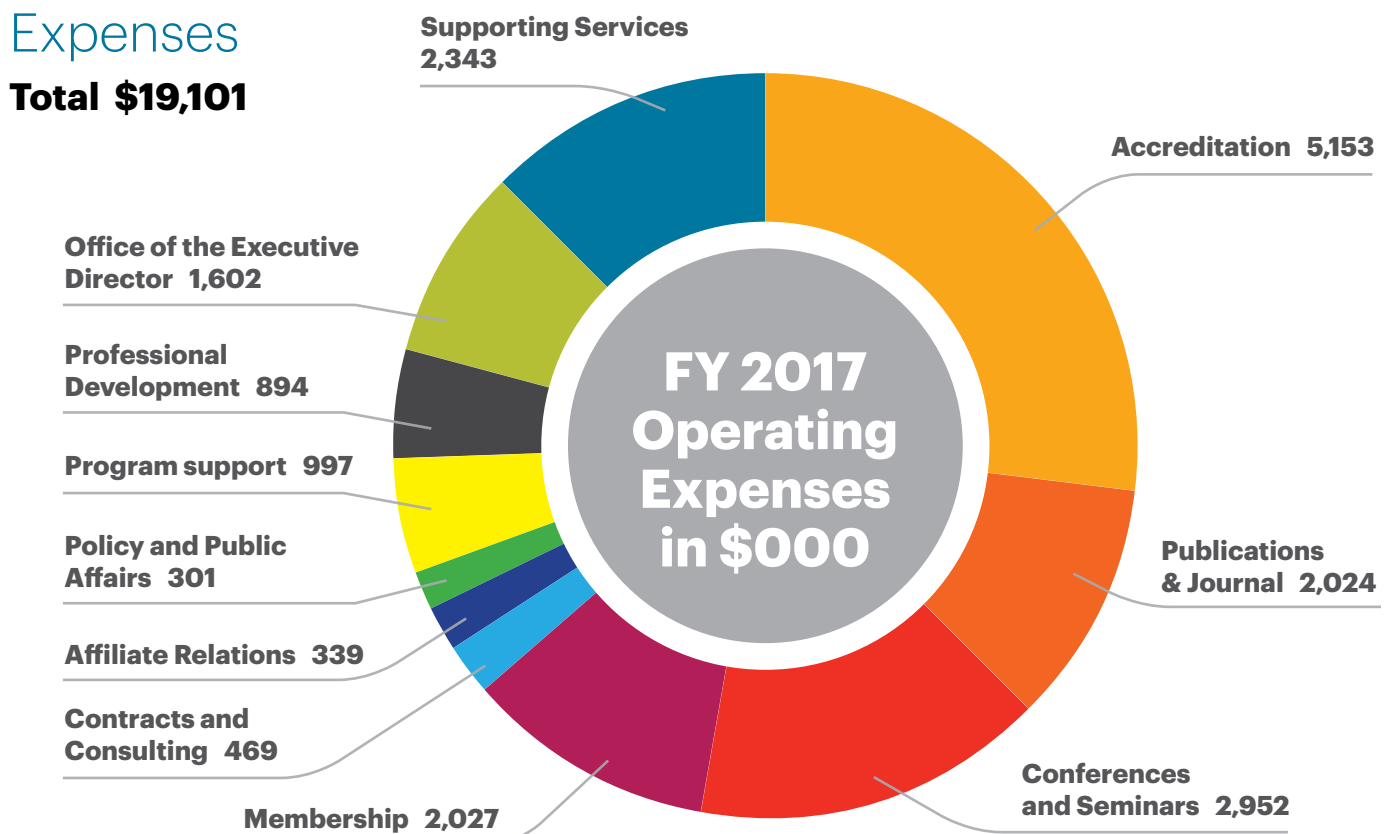
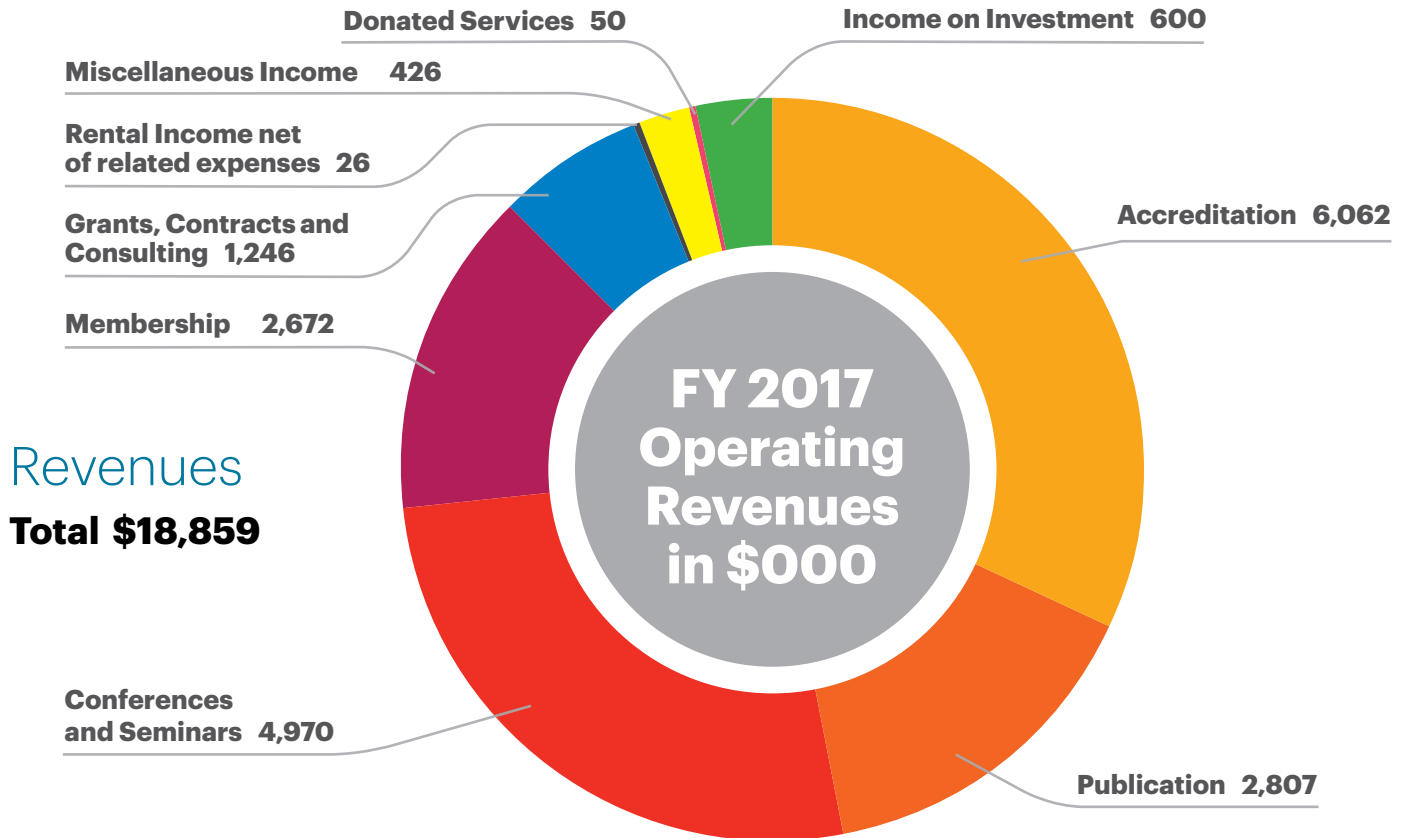
National Recognition through NAEYC's service as the early childhood SPA for CAEP

- 251 nationally recognized degree programs
- Nationally recognized programs in 38 states

Donations

DONATIONS	09/01/2016 to 08/31/2017
Gera Jacobs Annual Scholarship (GJAS)	\$1,710.00
Legacy Fund	\$19,229.00
Legacy: Diane Dodge Scholarship	\$2,000.00
Nonpartisan Public Awareness	\$32,169.19
Unrestricted contributions	\$14,239.61
GRAND TOTAL	\$69,347.80

Financial Overview (in \$000)



NAEYC Governing Board

Officers

Tammy Mann, President/Campagna Center
Alexandria, VA

Amy O'Leary, President Elect/Strategies for Children
Boston, MA

Ida Rose Florez, Vice President/Learning Scientist
and Education Management
San Diego, CA

Susan Perry-Manning, Secretary/North Carolina
Health and Human Services
Raleigh, NC

Carl L. Hairston, Treasurer/City First Bank
Washington, DC

Tamara Johnson/Malaika Early Learning Center
Milwaukee, WI

Megan Madison/Brandeis University (student)
New York, NY

Carl Mack Jr./Alliant International University
Sacramento, CA

Krista Murphy/Orange County Department of
Education
Costa Mesa, CA

Jan E. Stevenson/Georgia Department of Education
Atlanta, GA

Stacia Tipton/Marketing and Research Consultant
Washington, DC

Board Members

Iliana Alanís/University of Texas San Antonio
San Antonio, TX

Isauro Escamilla Calan/Las Americas Early Education
School SFUSD
San Francisco, CA

Dina Castro/University of North Texas
Denton, TX

Vincent J. Costanza/Teaching Strategies
Bethesda, MD

Sebreana Domingue/Project LAUNCH
Lafayette, LA

Kelly Hantak/Missouri First Steps Lindenwood
University
St. Peters, MO

Elisa Huss-Hage/Owens Community College
Toledo, OH



Together, we work to achieve a collective vision: that all young children thrive and learn in a society dedicated to ensuring they reach their full potential.

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