Annual Report
2019
Fiscal Year
9/1/2018–8/31/2019
NAEYC: A High Performing Inclusive Organization

2019 Highlights

On behalf of our entire team at NAEYC: Thank you for committing to your professional membership association, thank you for trusting in our content and for believing in our approach, and thank you for taking the time to attend our events and join us in our advocacy work. Each of you is what makes NAEYC the organization that it is.

2019 found us in the midst of simultaneously developing three position statements—Advancing Equity in Early Childhood Education Position Statement, Professional Standards and Competencies for Early Childhood Educators, and Developmentally Appropriate Practice in Early Childhood Programs Serving Children from Birth through Age 8. The position statement on equity was completed first and continues to have a profound influence on all of our decisions about content, professional learning and policy and advocacy.

As such, we continuously reassess our approaches to creating and promoting more diverse and equitable early learning opportunities. We dramatically expanded the diversity of contributors to our books and journals, our new learning modules in Spanish and Mandarin, and webinars on maximizing learning in diverse classrooms.

It also gives us the framework by which NAEYC can evaluate its internal organizational work on diversity and inclusion. It has caused us to evolve our hiring and procurement practices and work with our affiliates across the country as they look to increase the diversity of their governing boards.

We zeroed in on our members by distributing the first comprehensive membership survey in more than a decade. The survey had a high response rate and the results showed that members are overall satisfied with the work we do. Members reported that professional development, content, and advocacy remain the most essential value propositions for membership, and HELLO has made a substantial impact on membership value in a very short period of time.

It’s always a gift to welcome thousands of early childhood educators to our Annual Conference and Professional Learning Institute.

As we continue to further our goals in early childhood education, we will keep equity at the forefront of our efforts. We are committed to ensuring that all young children have access to quality early learning, and that the educators who serve them are respected and valued as part of a diverse, well-prepared, and well-compensated profession.

With gratitude,

Rhian Evans Allvin
Chief Executive Officer

Governing Board Members

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<thead>
<tr>
<th>TERM ENDS MAY OF</th>
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<tbody>
<tr>
<td>AMY O’LEARLY, PRESIDENT 2021</td>
<td>VINCENT J. COSTANZA 2019</td>
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<tr>
<td>Strategies for Children Boston, MA</td>
<td>Teaching Strategies Bethesda, MD</td>
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<td>TAMMY MANN, PAST PRESIDENT 2019</td>
<td>SEBREANA DOMINGUE† 2020</td>
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<tr>
<td>Campagna Center Alexandria, VA</td>
<td>Project LAUNCH Lafayette, LA</td>
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<td>CRYSTAL SANFORD-BROWN, VICE PRESIDENT 2022</td>
<td>ELISA HUSS-HAGE 2020</td>
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<tr>
<td>Early Childhood Advocate Bloomfield Hills, MI</td>
<td>Owens Community College Toledo, OH</td>
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<td>STEVEN HICKS, SECRETARY 2022</td>
<td>TAMARA JOHNSON 2021</td>
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<tr>
<td>Maryland State Department of Education/Division of Early Childhood Development Baltimore, MD</td>
<td>Malaika Early Learning Center Milwaukee, WI</td>
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<tr>
<td>CARL L. HAIRSTON, TREASURER (APPOINTED) 2021</td>
<td>MEGAN MADISON (STUDENT) 2021</td>
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<tr>
<td>City First Bank Washington, DC</td>
<td>Brandeis University New York, NY</td>
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<td>ILIANA ALANÍS 2019</td>
<td>KRISTA MURPHY 2020</td>
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<tr>
<td>University of Texas San Antonio San Antonio, TX</td>
<td>Orange County Department of Education Costa Mesa, CA</td>
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<tr>
<td>ISAURO ESCAMILLA CALAN 2020</td>
<td>ALISSA MWENELUPEMBE (STUDENT) 2020</td>
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<td>Las Americas Early Education School SFUSD San Francisco, CA</td>
<td>Teachers College, Ball State University Evansville, IN</td>
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<td>DINA CASTRO 2021</td>
<td>STACIA TIPTON 2021</td>
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<tr>
<td>University of North Texas Denton, TX</td>
<td>Marketing and Research Consultant Washington, DC</td>
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<tr>
<td>JIE-QI CHEN 2022</td>
<td>MICHELLE WLAZLO (APPOINTED) 2022</td>
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<tr>
<td>Erikson Institute Chicago, IL</td>
<td>J.C. Penny Company, Inc. Minneapolis - St Paul, MN</td>
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†NAEYC WOULD LIKE TO RECOGNIZE THE CONTRIBUTIONS OF SEBREANA DOMINGUE WHO PASSED IN OCTOBER 2019.
Membership Update

Total: **59,258**

- **ENTRY** 24.14% 14,307
- **STANDARD** 56.36% 33,397
- **FAMILY** 0.36% 213
- **PREMIUM** 19.14% 11,341

Global Engagement

Top 5 Countries in attendance at the 2019 Annual Conference in DC: Canada, China, Bermuda, Nigeria, and Mexico

**1,169** International Members

Conferences

- **Annual Conference**
  Washington, DC **8,341** attendees
- **Professional Learning Institute**
  Long Beach, CA **1,742** attendees

Affiliate Advisory Council

- **Jennifer Kalas**
  TERM: 1/1/2016–5/31/2019
- **Alberto Mares**
  TERM: 1/1/2016–5/31/2019
- **Benjamin Planton**
  TERM: 1/1/2016–5/31/2019
- **Dianna Saelens**
  TERM: 1/1/2016–5/31/2019
- **Karen Nemeth**
  TERM: 1/1/2016–5/31/2019
- **Zaina Cahill**
  TERM: 1/1/2019
- **Raquel Diaz**
  TERM: 1/1/2019
- **Kimberly Kofron**
  TERM: 1/1/2019
- **Mike Abel**
  TERM BEGAN: 6/1/2019
- **Chris Amirault**
  TERM BEGAN: 1/1/2017
- **Michelle Barnea**
  TERM BEGAN: 6/1/2019
- **Lydia Bowers**
  TERM BEGAN: 1/1/2017
- **Zaina Cahill**
  TERM BEGAN: 6/1/2019
- **Raquel Diaz**
  TERM BEGAN: 1/1/2019
- **Kimberly Kofron**
  TERM BEGAN: 6/1/2019
- **Shanna Kukla**
  TERM BEGAN: 1/1/2017
- **Cary Larson-McKay**
  TERM BEGAN: 1/1/2017
- **Robyn Lopez Melton**
  TERM BEGAN: 1/1/2017
- **Margarita Marichal**
  TERM BEGAN: 6/1/2019
- **Kelly Ramsey**
  TERM BEGAN: 6/1/2018
- **Mandisa Routheni**
  TERM BEGAN: 6/1/2019
- **Crystal Sanford-Brown**
  TERM BEGAN: 6/1/2018
Public Policy

- Supported thousands of educators and allies to send emails, make calls, create videos, write op-eds, and visit offices to secure investments in early childhood education and educators
- Helped state partners engage in non-partisan electoral advocacy by elevating ECE during the 2018 election, and supporting educators and families to register to vote
- Released first-ever America for Early Ed state-by-state fact sheets

2018 Public Policy Forum

357 Early Childhood Educators, Parents, and Advocates from 41 STATES and the District of Columbia Attended Advocacy Event in Washington, DC

276 Capitol Hill Visits

350 “child care” bears delivered to urge Congressional investments in high-quality child care
Professional Development

• Over 1,900 learners reached
• Launched 6 new online learning experiences:
  
  HOT: Big Questions
  Classroom-Based Assessment
  DAP & Learning Centers
  Serious Fun
  +2 online modules available in Mandarin

6 Webinars

• More than 6,300 registrants
  
  Culturally Appropriate Positive Guidance
  Advancing Equity: Maximizing Learning in Diverse Classrooms
  Facilitated Leadership and Family Engagement: Learning with and From Families
  Best Practices of Family Child Care
  Oral Language and Literacy Instruction for Preschoolers
  Families & Educators: Building Great Relationships that Support Young Children
Digital Content

Social Stats

FACEBOOK 140K
TWITTER 66K
INSTAGRAM 10K
PINTEREST 8.6K
LINKEDIN 31.7K

HELLO

1,096 Unique Contributors
3,828 Discussions

E-Newsletter Stats

NAEYC NOTES
63K subscribers

AMERICA FOR EARLY ED
19K subscribers

FOR FAMILIES
22K subscribers
Publications

Books

- **THE ESSENTIALS**: Providing High-Quality Family Child Care
- **Serious FUN**: How Guided Play Extends Children’s Learning
- **Raising a Reader, Raising a Writer**: Tips for Families

Magazines

- 5 issues each of *Young Children* & *Teaching Young Children* in FY2019

*Spotlight on Young Children*

- **Equity & Diversity**: Cristina Gillanders & Rossella Procopio editors

*Families & Educators Together*: Building Great Relationships that Support Young Children

*BROKE*: Marie L. Masterson & Holly Bohart editors

*How Guided Play Extends Children’s Learning*: M.L. Masterson & H. Bohart

*Language & Literacy*:
- 14,730 members received *YC*
- 16,950 members received *TYC*
- 14,600 members received *YC & TYC DIGITALLY*
- 11,170 members received *BOTH YC & TYC*
Accreditation

Early Learning Systems

7,074 Accredited Programs

- 567 Renewal Accredits (they renew 1 time every 5 years)
- 133 New Accredited Programs
- We are in ALL 50 STATES, plus DC, and on Military Bases overseas

Higher Education Accreditation

- 206 Institutions with accredited early childhood degree programs
- Accredited programs in 40 STATES
- 20% of market share for associate degree programs

Recognition

- Over 220 institutions with nationally recognized degree programs
- Nationally Recognized Programs in 36 US states and territories plus 3 international
Grants

**Alliance for Early Success** — to fuel the engagement, advocacy, and capacity of states to advance a strong early childhood education profession, with an emerging focus on the role and reformation of higher education systems

**Bainum Family Foundation** — to support the development and prepare for the release of the Advancing Equity in Early Childhood Education NAEYC position statement

**Foundation for Child Development** — to establish nationally agreed-upon competencies for the early childhood profession, to recommend parameters for licensing and certification for the profession, and to support a mentoring project organized and led by the Black Caucus Interest Forum

**Heising-Simons Foundation** — to enhance NAEYC’s capacity to leverage its unique data sources supporting accreditation systems for early learning programs for young children and early childhood professional preparation programs in institutions of higher education and to build stronger connections between early childhood practice, research, and policy

**The Richard W. Goldman Family Foundation** — to support Power to the Profession’s deep engagement with diverse perspectives across the early childhood field, with particular emphasis on educators from communities of color, educators who speak Spanish, educators who work in family child care settings, and educators who work in rural communities

**Robert Wood Johnson Foundation** — to implement a coordinated advocacy and action strategy to increase equitable access to high-quality child care for low-income working families

**W.K. Kellogg Foundation** — to improve the quality of the early childhood education profession by advancing and equitably redefining the field of early childhood and professionalizing its workforce

**W. Clement & Jessie V. Stone Foundation** — to support Power to the Profession’s deep engagement with diverse perspectives across the early childhood field

Donations

<table>
<thead>
<tr>
<th>Donor Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Lasting Legacy Fund</td>
<td>$11,688</td>
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<tr>
<td>Nonpartisan Public Awareness</td>
<td>$21,687</td>
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<tr>
<td>Corporate Contributions</td>
<td>$42,500</td>
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<tr>
<td>Unrestricted Contributions</td>
<td>$25,758</td>
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Grand Total: **$101,633**

NAEYC Leadership Circle

(Gifts of $1,000 or more in FY19)

- Rhian Allvin
- Diane Dodge
- Chad Dunkley
- Stephanie Fanjud
- Janet Fish
- Gerard Jacobs
- Sally Kilmer
- Marilyn Smith
- Barbara Willer
- Michelle Wlazlo
Financial Overview

**Operating Revenue Without Donor Restrictions**

- **$21,974,415**
  - **ACREDITATION FEES**: $6,433,794
  - **CONFERENCES & SEMINARS**: $5,644,207
  - **MEMBERSHIP FEES**: $2,760,055

**Operating Expenses Without Donor Restrictions**

- **$21,728,917**
  - **CONTRACTS & CONSULTING**: $756,966
  - **BUILDING OPERATIONS**: $1,136,651
  - **MEMBERSHIP**: $2,130,582
  - **GRANTS AND AWARDS**: $2,184,747
  - **CONFERENCES & SEMINARS**: $2,989,843
  - **PUBLICATIONS**: $2,710,945
  - **BUILDING OPERATIONS**: $1,118,929
  - **CONTRIBUTED SERVICES**: $20,066
  - **MISCELLANEOUS INCOME**: $25,883
  - **INCOME ON INVESTMENTS**: $239,764
  - **CONTRACTS & CONSULTING**: $885,682
  - **BUILDING OPERATIONS**: $1,118,929
  - **GRANTS**: $2,135,090
  - **PUBLICATIONS**: $2,710,945

*Supporting services include: finance, legal, human resources, association, information technology, and building operations.*

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NAEYC is a 501(c)(3) nonprofit organization.