



**naeyc**<sup>®</sup>

# 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 evolved 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

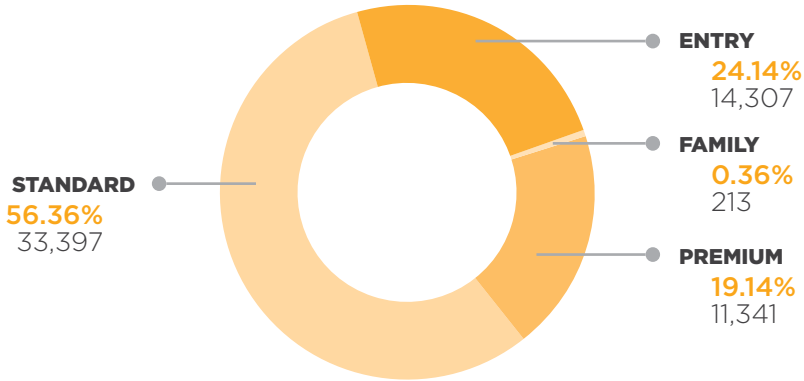
## Governing Board Members

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

\*NAEYC WOULD LIKE TO RECOGNIZE THE CONTRIBUTIONS OF SEBREANA DOMINGUE WHO PASSED IN OCTOBER 2019.

# Membership Update

Total: **59,258**



## 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

### Kimberly Kofron

TERM: 1/1/2016-5/31/2019

### Shu-Chen Yen

TERM: 1/1/2016-5/31/2019

### 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: 6/1/2019

### Helene Harte

TERM BEGAN: 6/1/2019

### Tara Hurdle

TERM BEGAN: 1/1/2017

### Brian Kingrey

TERM BEGAN: 1/1/2017

### 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

FOLLOWERS

<b>FACEBOOK</b>	<b>140K</b>
<b>TWITTER</b>	<b>66K</b>
<b>INSTAGRAM</b>	<b>10K</b>
<b>PINTEREST</b>	<b>8.6K</b>
<b>LINKEDIN</b>	<b>31.7K</b>

### HELLO

**1,096** Unique Contributors  
**3,828** Discussions

### E-Newsletter Stats

#### **NAEYC NOTES**

**63K** subscribers

#### **AMERICA FOR EARLY ED**

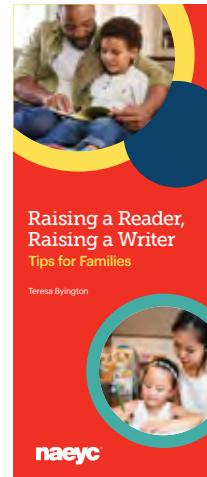
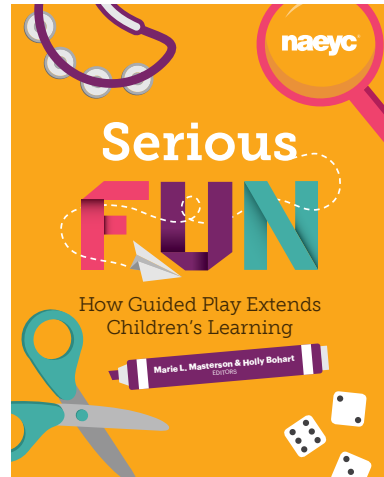
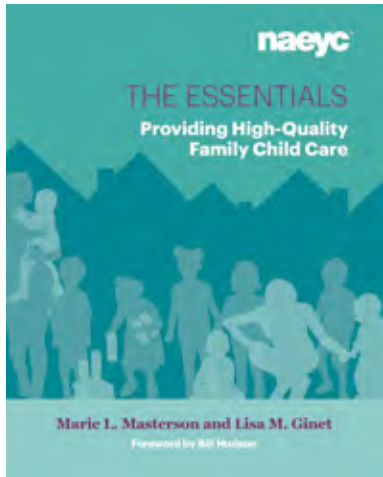
**19K** subscribers

#### **FOR FAMILIES**

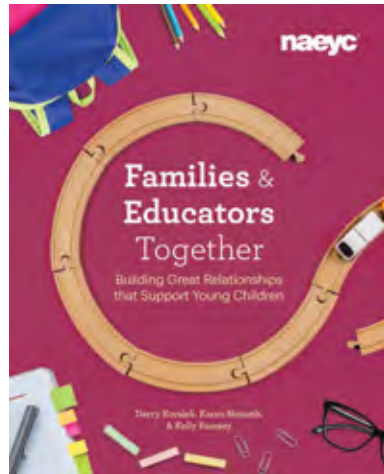
**22K** subscribers

# Publications

## Books

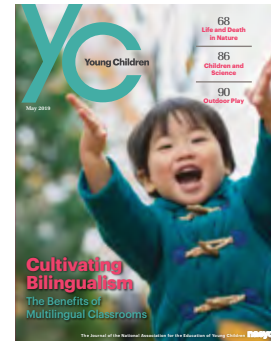


(brochure)



## Magazines

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



**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

Lasting Legacy Fund	<b>\$11,688</b>
Nonpartisan Public Awareness	<b>\$21,687</b>
Corporate Contributions	<b>\$42,500</b>
Unrestricted Contributions	<b>\$25,758</b>

**Grand Total: \$101,633**

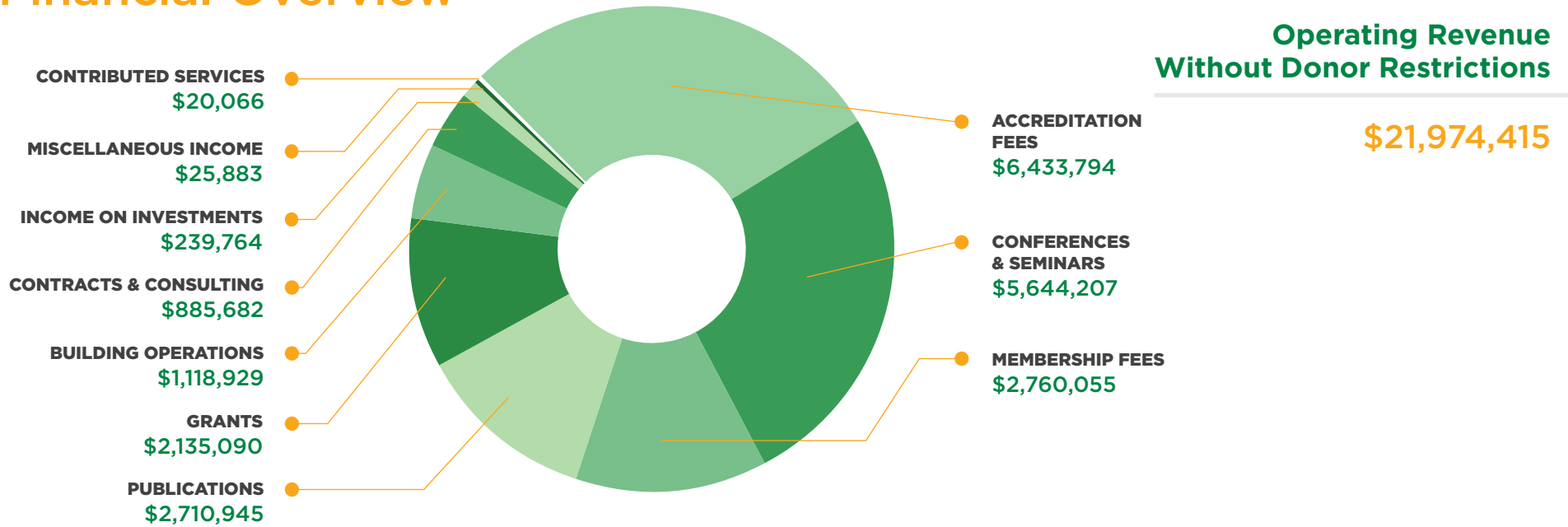
## NAEYC Leadership Circle

(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**

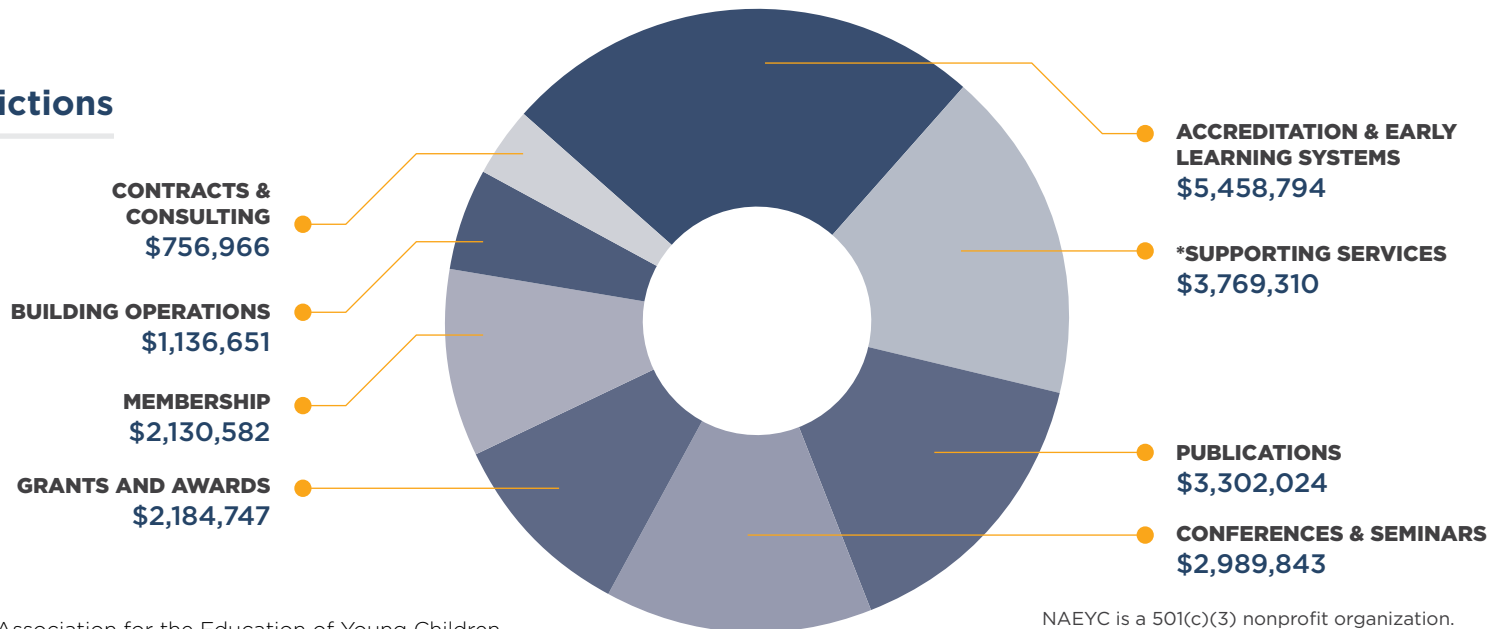
# Financial Overview



## Operating Expenses Without Donor Restrictions

**\$21,728,917**

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





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National Association for the  
Education of Young Children

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**NAEYC.org**