



Annual Report 2020

FISCAL YEAR

9/1/2019–8/31/2020

naeyc[®]



NAEYC: Agility in Action

2020 Highlights

Our members come first. You are the reason we exist. And once again, in the face of seemingly insurmountable odds, early childhood educators have proven to the country the critical role you play. Your courage, determination and deep sense of care for the children and families you serve shined through the devastation of a public health crisis and overdue racial reckoning. Through it all, it was our goal to be there for you. In our advocacy, professional learning programs, publications and accreditation systems.

We started the year with the release of our highly anticipated Advancing Equity in Early Childhood Education Position Statement, announcing to the world our commitment to facing head-on the longstanding inequities that prevail in our field. At our highly successful Annual Conference in Nashville, TN we joined with thousands of early educators in lifting up the Equity Statement, recognizing that children thrive by recognizing and building on each child's unique set of individual and family strengths, cultural background, home language, abilities, and experiences.

Unfortunately, the onset of the COVID-19 pandemic had a disproportionately negative impact on child care programs and caregivers. As programs struggled to stay afloat and educators found themselves without work, we quickly adapted to equip them with the resources they needed. We provided free professional learning, we adjusted our early learning program supports and we **ADVOCATED**.

In June, NAEYC launched the Virtual Institute, providing hundreds of free online learning presentations that were viewed by more than 30,000 educators. At the same time we worked to ensure that our membership community in HELLO was a place for connections and posted resources for educators and families to navigate

the impacts of COVID. We shared the stories of how educators innovated and provided resources for parents to continue the learning for children at home when schools were closed.

As we attend to the needed racial reckoning across the country, many of you walked into classrooms last year once again having to not only confront your own emotions, but be present for the children and families you serve. As early childhood educators, you have a responsibility and opportunity to support families and children of color grappling with fear that a tantrum will result in expulsion from preschool or a traffic stop will result in death. We can and must create safe, equitable spaces where each and every child learns and thrives.

As a professional membership association, NAEYC is committed to constantly supporting you in this work by providing resources for you in your professional role and for your own well-being. That includes raising up the structural inequities in early childhood education that lead to unequal access to higher education degrees for early childhood educators of color, untenable loan debt, low wages and lack of health insurance and retirement benefits. Our advocacy work is focused on removing these inequities so educators, children, and families can thrive.

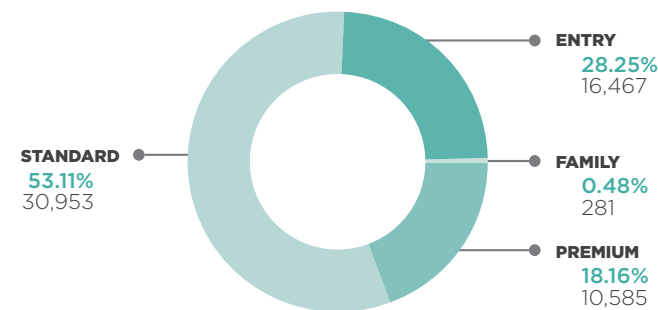
As we address the continuing impact of the intertwined pandemic and racial pandemics in our nation, and world, we will be doubling down on our commitment to creating an equitable, welcoming professional association for you, our members. Together, we will make sure ALL early learning settings embrace diversity and full inclusion as strengths, uphold fundamental principles of fairness and justice, and work to eliminate structural inequities that limit equitable learning opportunities.

With gratitude,

Rhian Evans Allvin
Chief Executive Officer

Membership Update

Total: **58,286**



Global Engagement

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

837 International Members

Conferences

Annual Conference

Nashville, TN **8,872** attendees

Virtual Institute

33,600 attendees

Governing Board Members

TERM ENDS MAY OF	TERM ENDS MAY OF
AMY O'LEARY, PRESIDENT 2021 Strategies for Children <i>Boston, MA</i>	JIE-QI CHEN 2022 Erikson Institute <i>Chicago, IL</i>
ANN MCCLAIN TERRELL, PRESIDENT-ELECT 2023 Concordia University <i>Milwaukee, Wisconsin</i>	SEBREANA DOMINGUE* 2020 Project LAUNCH <i>Lafayette, LA</i>
CRYSTAL SANFORD-BROWN, VICE PRESIDENT 2022 Early Childhood Advocate <i>Bloomfield Hills, MI</i>	ELISA HUSS-HAGE 2020 Owens Community College <i>Toledo, OH</i>
STEVEN HICKS, SECRETARY 2022 Maryland State Department of Education/Division of Early Childhood Development <i>Baltimore, MD</i>	TAMARA JOHNSON 2021 Malaika Early Learning Center <i>Milwaukee, WI</i>
CARL L. HAIRSTON, TREASURER (APPOINTED) 2021 City First Bank <i>Washington, DC</i>	ALISSA MWENELUPEMBE (STUDENT) 2020 Teachers College, Ball State University <i>Evansville, IN</i>
UHRIEL BEDOYA 2023 Lime <i>Miami, Florida</i>	YOHANA QUIROZ 2021 Felton Institute <i>San Francisco, California</i>
ANTHONY BROUGHTON 2023 Claflin University <i>Cross, South Carolina</i>	NICOL RUSSELL 2023 Teaching Strategies, LLC <i>Phoenix, Arizona</i>
ISAURO ESCAMILLA CALAN 2020 Las Americas Early Education School SFUSD <i>San Francisco, CA</i>	STACIA TIPTON 2021 Marketing and Research Consultant <i>Washington, D.C.</i>
DINA CASTRO 2021 University of North Texas <i>Denton, TX</i>	MICHELLE WLAZLO 2022 J.C. Penney Company, Inc. <i>Plano, Texas</i>
	RHIAN EVANS ALLVIN 2022 Chief Executive Officer NAEYC (Ex Officio)

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

Affiliate Advisory Council

Mike Abel TERM: 6/1/2019-2022	Melanie Felton TERM: 6/1/2020-2023	Margarita Marichal TERM: 6/1/2019-2023
Chris Amirault TERM: 1/1/2017-2021	Helene Harte TERM: 6/1/2019-2023	Jodi Nerren TERM: 6/1/2020-2023
Michelle Barnea TERM: 6/1/2019-2022	Tara Hurdle CHAIR-ELECT TERM: 1/1/2017-2023	Kelly Ramsey - CHAIR TERM: 6/1/2018-2022
Eric Bucher TERM: 6/1/2020-2023	Brian Kingrey TERM: 1/1/2017-2021	Ashley Simpson TERM: 6/1/2020-2023
Zaina Cahill TERM: 6/1/2019-2022	Robyn Lopez Melton PAST CHAIR TERM: 1/1/2017-2021	Crystal Sanford-Brown TERM: 6/1/2018-2022
Raquel Diaz TERM: 6/1/2019-2023		



Public Policy & Advocacy

- Supported thousands of educators and allies to advocate for respect, resources, and relief, before and during the COVID-19 pandemic, through surveys, statements, webinars, briefs, fact sheets, media engagement, and extensive advocacy actions.
- Led national push to #CountAllKids receiving recognition as a valued 2020 Census national partner
- Released the Unifying Framework for the Early Childhood Education Profession, with 15 national organizations and as a result of engagement with more than 11,000 early childhood educators across states and settings, as well as the Professional Standards and Competencies and related resources for educators and states

2020 Public Policy Forum

427 Early Childhood Educators, Parents, and Advocates from **45 STATES** and the District of Columbia

281 Meetings on Capitol Hill

260 “We Think You Can” child care trains delivered to urge investments in high-quality early childhood education

400⁺ Non-partisan “get out the vote” phone calls to NAEYC members



Professional Development

- Over **3,000** Learners Reached
- Most Accessed Learning Modules:

DAP: Focus on Preschoolers

DAP: Focus on Infants & Toddlers

HOT: Big Questions

Serious Fun

HOT: Tinkering

Spring Webinar Series

- **4** Webinars, Over **70,500** Registrants

Making and Tinkering at Home and at School

Families and Educators Supporting Learning at Home

Talking to and Supporting Children and Ourselves During the Pandemic

Questions about COVID-19 in ECE Programs





Digital Content

Social Stats

FOLLOWERS

FACEBOOK 170K

TWITTER 70K

INSTAGRAM 14K

PINTEREST 9.2K

LINKEDIN 38K

HELLO

1,438 Unique Contributors

3,924 Discussions

E-Newsletter Stats

NAEYC NOTES

62K subscribers

AMERICA FOR EARLY ED

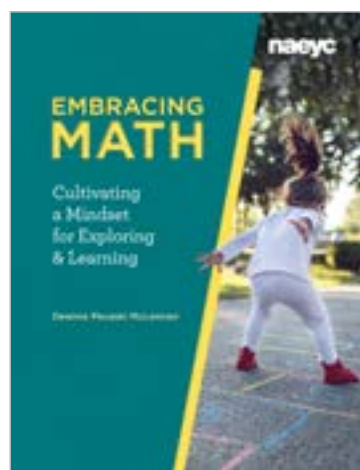
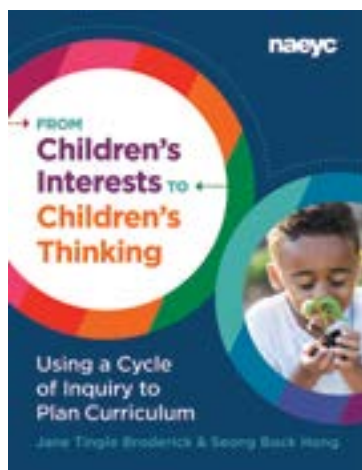
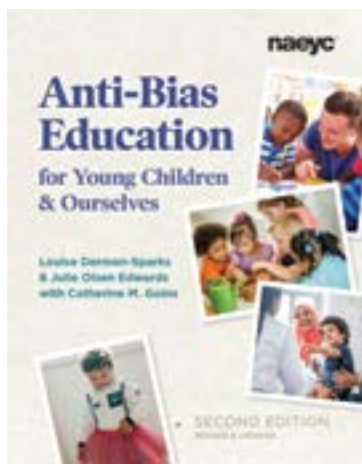
22K subscribers

FOR FAMILIES

22K subscribers

Publications

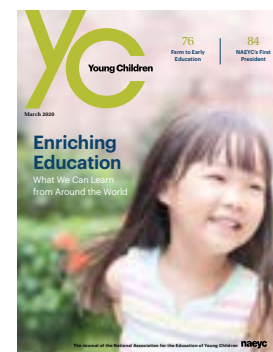
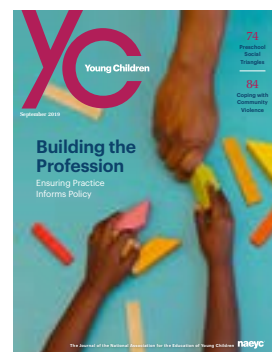
Books



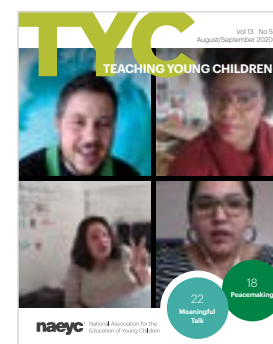
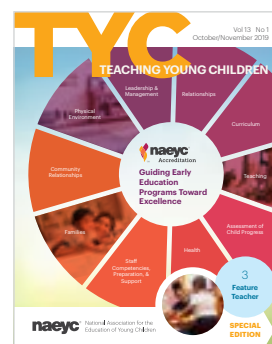
Magazines

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

13,319 members received *YC*



16,295 members received *TYC*



16,467 members received *YC & TYC DIGITALLY*

10,585 members received *BOTH YC & TYC*

Accreditation

Early Learning Systems

COVID-19 greatly impacted early childhood programs all over the United States. Many programs closed or operated at extremely low capacities in 2020. NAEYC Early Learning Program Accreditation was also impacted and all stopped for a portion of the year.

- **6,074** Accredited Programs
- We are in **ALL 50 STATES**, plus DC, and on Military Bases overseas

Higher Education Accreditation

- **220** accredited early childhood degree programs
- in **40 STATES**
- **20%** of market share for associate degree programs



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

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 strengthen NAEYC affiliate capacity to advance equity and 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

Stone Foundation — to strengthen higher education leadership's investment in early childhood higher education programs

The Bainum Family Foundation — to help support the system changes that are required to achieve compensation parity and meaningful accountability for educators working in center- and family-based settings.

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

Fund to Promote Early Learning	17,503.00
Legacy Fund	3,732.30
Nonpartisan Public Awareness	39,702.04
Unrestricted contributions	33,412.45

Grand Total: \$94,349.79

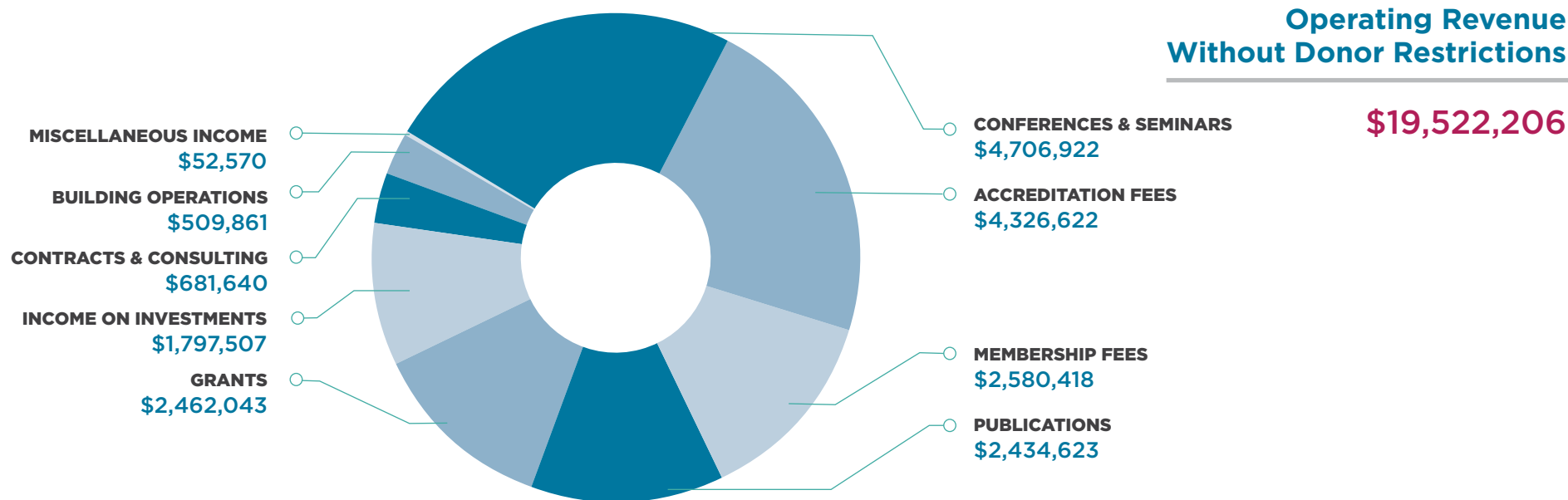
NAEYC Leadership Circle

(Gifts of \$1,000 or more)

Rhian & Paul Allvin
Nadine Basha
Elizabeth Carlin
Sherry Cleary
Diane Dodge
Chad Dunkley
Stephanie Fanjul
Cheryl Foster
Ellen Galinsky

Beatrice Gold
Carl Hairston
Jill & Brent Harris
Gerard A. Jacobs, Ph.D
Michelle Kang & Hans Ackerman
JoAnn Kintzel
Amy O'Leary
Marilyn Smith
Michelle Wlazlo

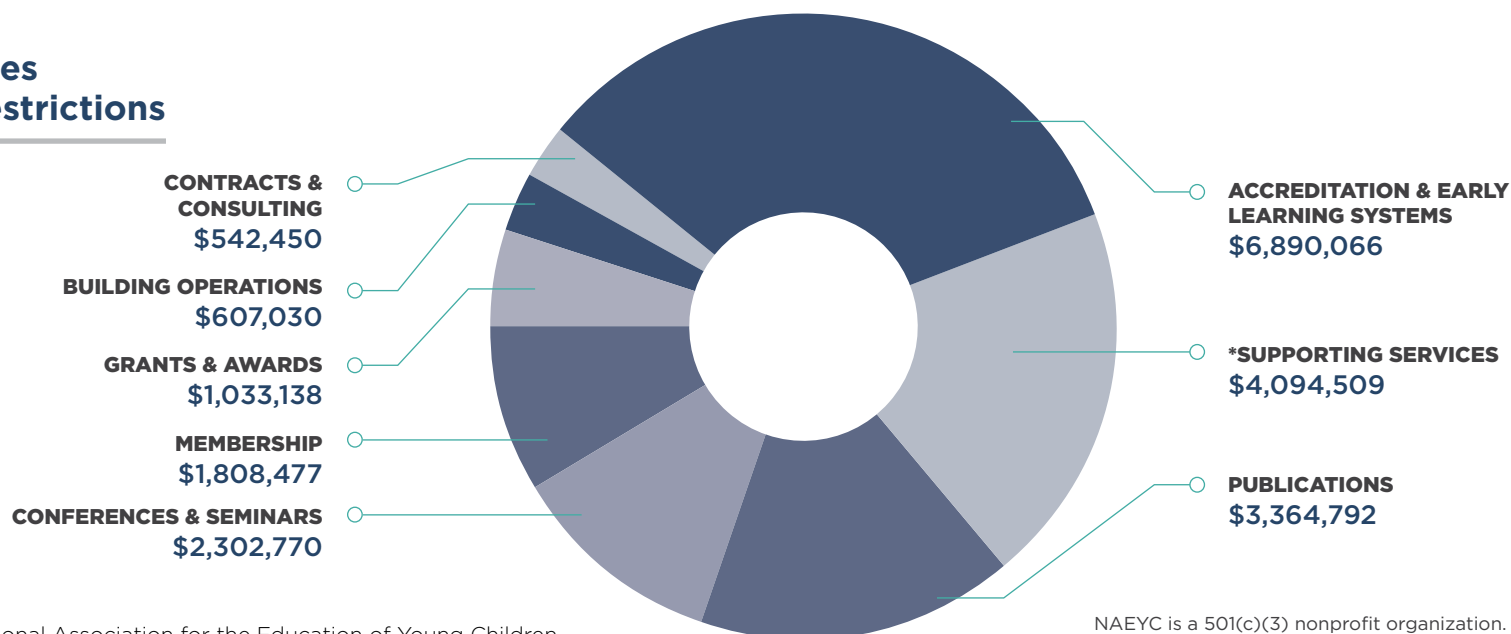
Financial Overview



Operating Expenses Without Donor Restrictions

\$20,643,232

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





National Association for the
Education of Young Children

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NAEYC.org