



Annual Report 2018

Fiscal Year: 9/1/2017–8/31/2018

naeyc



Letter from Rhian

2018 Highlights

A NEW NAEYC

In the 2018 fiscal year, NAEYC ushered in a new era of support for our members and the profession. We saw tremendous growth in the first year of our new membership structure and in turn, increased engagement through our digital platforms, conference attendance and advocacy efforts.

The year began with NAEYC instituting new membership levels, including all new digital and family levels, with increased benefits to better meet the diverse needs of the early education community. In order to support this change, we also launched a new association management system (AMS), website and email marketing platform. In the spirit of improving the experience, the local affiliate network was restructured from over 200 local affiliates to 52 and their associated memberships were incorporated into a flat fee for members.

While this ground-breaking work came to fruition, the association continued to support the profession through its traditional channels. Members gathered for the Annual Conference in Atlanta, GA, the Professional Learning Institute in Austin, TX and in record numbers for the Public Policy Forum in Washington, D.C. The Early Learning Accreditation program prepared a new streamlined accreditation model, the advocacy team published defining work on the role of K-3 educators in the field and the Power to the Profession initiative made enormous progress in its efforts to help formally define the profession.

And we're not resting on our laurels. As we move ever forward, we are excited to accelerate the work we're doing to ensure that all early childhood educators are appropriately recognized and compensated for the vital work they do on behalf of all young children.

With gratitude,

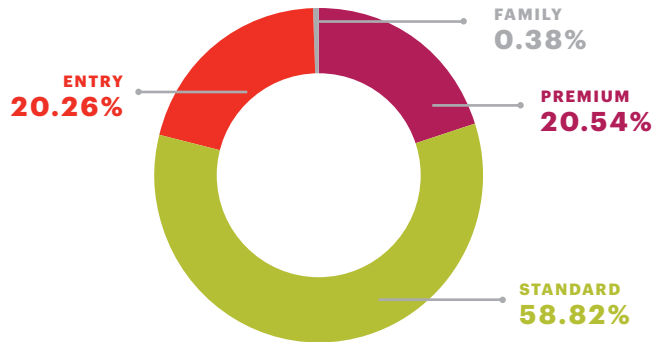
Rhian Evans Allvin
Chief Executive Officer

NAEYC Governing Board Members

	TERM ENDS MAY OF		TERM ENDS MAY OF
Tammy Mann, President Campagna Center Alexandria, VA	2019	Vincent J. Costanza Teaching Strategies Bethesda, MD	2019
Amy O'Leary, President Elect Strategies for Children Boston, MA	2021	Sebreana Domingue Project LAUNCH Lafayette, LA	2020
Ida Rose Florez, Vice President Learning Scientist and Education Management San Diego, CA	2018	Kelly Hantak Missouri First Steps Lindenwood University St. Peters, MO	2018
Crystal Sanford-Brown, Vice President Early Childhood Consultant Bloomfield Hills, MI	2022	Elisa Huss-Hage Owens Community College Toledo, OH	2020
Susan Perry-Manning, Secretary North Carolina Health and Human Services Raleigh, NC	2018	Alissa Mwenelupembe Teachers College Ball State University (Student) Evansville, IN	2020
Steven Hicks, Secretary Maryland State Department of Education Baltimore, MD	2022	Tamara Johnson Malaika Early Learning Center Milwaukee, WI	2021
Carl L. Hairston, Treasurer City First Bank Washington, DC	2021	Megan Madison Brandeis University (student) New York, NY	2019
Iliana Alanis University of Texas San Antonio San Antonio, TX	2019	Carl Mack Jr. Alliant International University Sacramento, CA	2018
Isauro Escamilla Calan Las Americas Early Education School SFUSD San Francisco, CA	2020	Krista Murphy Orange County Department of Education Costa Mesa, CA	2019
Dina Castro University of North Texas Denton, TX	2021	Jan E. Stevenson Georgia Department of Education Atlanta, GA	2018
		Stacia Tipton Marketing and Research Consultant Washington, DC	2021

Membership Update

Total **57,561**



Affiliate Network

52 Affiliates Nationwide

Affiliate Advisory Council

Jennifer Kalas *Past Chair*
Robyn Lopez Melton *Chair*
Kelly Ramsey *Chair-Elect*
Ida Rose Florez *VP and Affiliate Liaison*
 Term ends: May, 2018
Crystal Sanford-Brown *VP and Affiliate Liaison*
 Term begins: June, 2018
Alberto Mares
Benjamin Planton

Brian Kingrey
Cary Larson-McKay
Chris Amirault
Dianna Saelens
Karen Nemeth
Kimberly Kofron
Lydia Bowers
Shanna Kukla
Shu-Chen Yen
Tara Hurdle

Conferences

Annual Conference

Atlanta 6,559 attendees

Professional Learning Institute

Austin 1,861 attendees

Global Engagement

Top 5 Countries at the 2017 Annual Conference in Atlanta

China, Canada, Mexico, Bahamas, and Bermuda

867 International Members



Public Policy

- Helped secure the largest increase in federal child care funding in history
- Launched America for Early Ed's electoral advocacy hub "Our Votes. Their Futures."
- Developed resources, comments, polling, and recommendations to advance federal and state policy in support of the early childhood education profession

2018 Public Policy Forum

300

Early Childhood Educators, Parents, and Advocates from **41 states** Attended Advocacy Event in Washington, DC

240

Capitol Hill Visits

43k

Petitions Delivered With Partners to Support High-Quality Child-Care



Professional Development

Launched **5 Online Modules** with
1,117 learners reached

DAP Focus on Preschoolers

DAP Focus on Infants & Toddlers

DAP Focus on Kindergartners

HOT Tinkering

HOT Creativity

9 Webinars

Highest Registration

Creating Trauma-Sensitive Classrooms (April 2018)

2,621 registrants

Inspiring Higher-Level Thinking in Young Children (January 2018)

2,358 registrants



Digital Content

Social Stats

FACEBOOK 147k followers

TWITTER 65k followers

INSTAGRAM 8.4k followers

PINTEREST 8k followers

LINKEDIN 19.3k followers

Email Stats

NAEYC Notes e-newsletter

60k subscribers, 20% avg open rate

For Families e-newsletter

20k subscribers, 18% avg open rate

America for Early Ed e-newsletter

17k subscribers, 18% avg open rate

HELLO

1,063 unique contributors

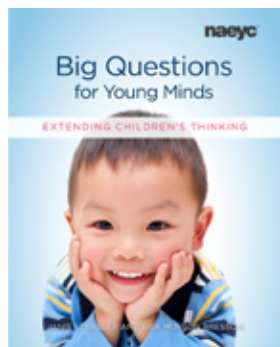
3,087 discussions



Publications

Books

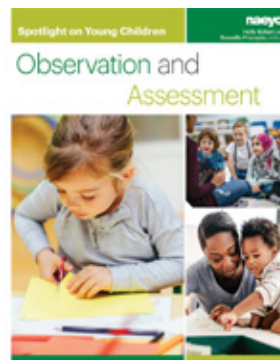
Published in 2018



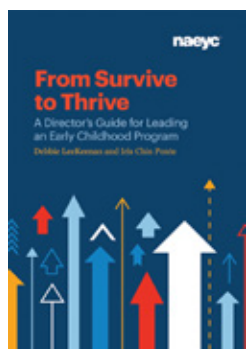
Big Questions for Young Minds: Extending Children's Thinking



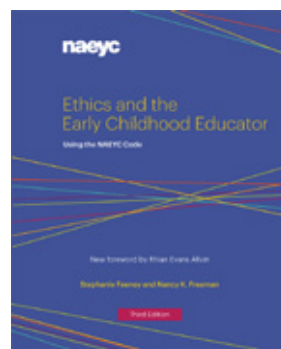
Spotlight on Young Children: Social and Emotional Development



Spotlight on Young Children: Observation and Assessment



From Survive to Thrive: A Director's Guide for Leading an Early Childhood Program



Ethics and the Early Childhood Educator: Using the NAEYC Code (Third Edition)

Magazines

5 issues each of *Young Children* & *Teaching Young Children* in FY 2018



28%
of members
receive YC



28%
of members
receive TYC

20.5% of members receive both YC & TYC

23.5% of members receive YC & TYC digitally

Accreditation

Early Learning Systems

7,185 Accredited Programs

384 New

1,502 Renewed

5,299 Maintaining

Higher Education Accreditation

National Recognition through NAEYC's Service as the Early Childhood SPA for CAEP area

207 Institutions with Accredited Early Childhood Degree Programs

Accredited Programs in **40 states**

20% of Market Share for Associate Degree Programs

National Recognition through NAEYC's Service as the Early Childhood Specialized Professional Accreditor (SPA) for Council for the Accreditation of Educator Preparation (CAEP)

Over **220** Institutions with Nationally Recognized Degree Programs

Nationally Recognized Programs

In **39** US States

3 International



Donations

Lasting Legacy Fund

Legacy: Dylan Meyer Creativity Fund: **\$16,316**

Legacy: Diane Dodge Scholarship: **\$2,000**

Legacy: Gera Jacobs Annual Scholarship: **\$1,000**

Nonpartisan Public Awareness: **\$15,326**

Corporate Contributions: **\$36,370**

Unrestricted Contributions: **\$25,868**

Grand Total: \$96,880

NAEYC Leadership Circle

(Gift of \$1,000 or more in FY18)

Rhian Evans Allvin

Sherry M. Cleary

Carol Brunson Day

Diane Trister Dodge

Chad Dunkley

Stephanie Fanjul

Ellen Galinsky

Bea Gold

Gerard A. Jacobs, Ph.D.

Marilyn M. Smith

Barbara Willer

Michelle Wlazlo

NAEYC'S Legacy Society

NAEYC's Legacy Society. We thank them for making provisions for NAEYC in their estate plans.

Marjorie C. Colwell

Jan McCarthy

Phyllis Richards

Camille B. Schiffman*

**Deceased*

FY 18 Grants

Alliance for Early Success—to promote state policy and support state advocates in advancing a strong, diverse, and equitable early childhood education profession

Buffett Early Childhood Fund—to advance the early childhood profession with a focus on policy and advocacy

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

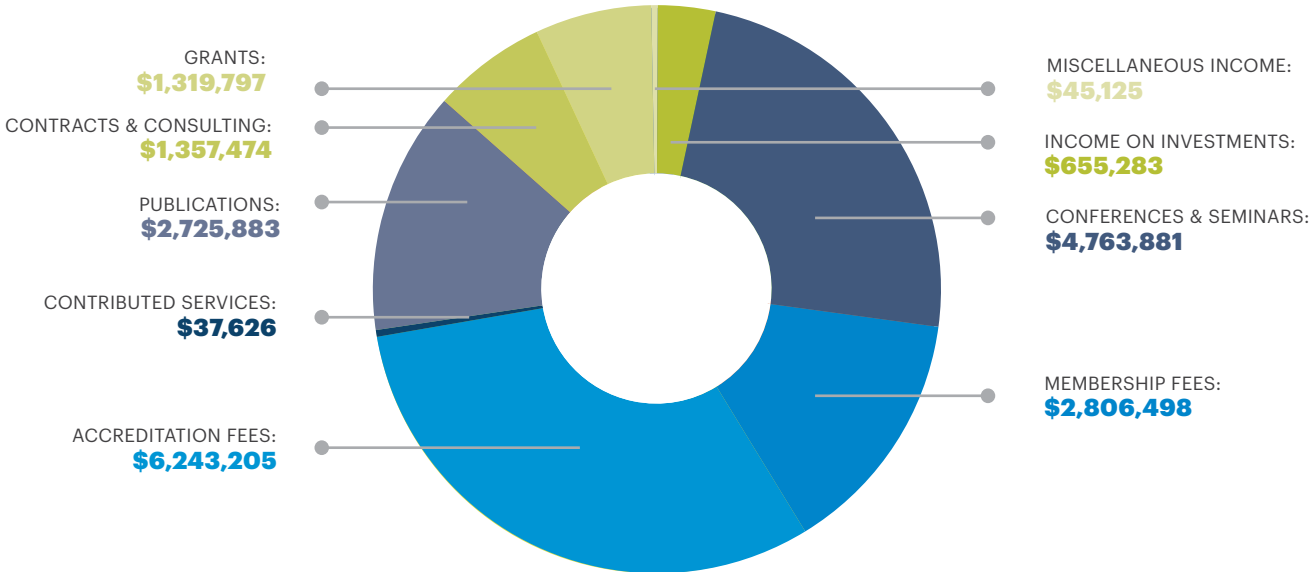
The Richard W. Goldman Family Foundation—to ensure the Power to the Profession decision-making is informed by and reflective of perspectives that capture the racial, cultural and linguistic diversity of the early childhood workforce

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

W. Clement and Jessie V. Stone Foundation—to support research analyses and syntheses to inform Power to the Profession decision making



FY 2018 Financial Overview



Unrestricted Operating Revenue

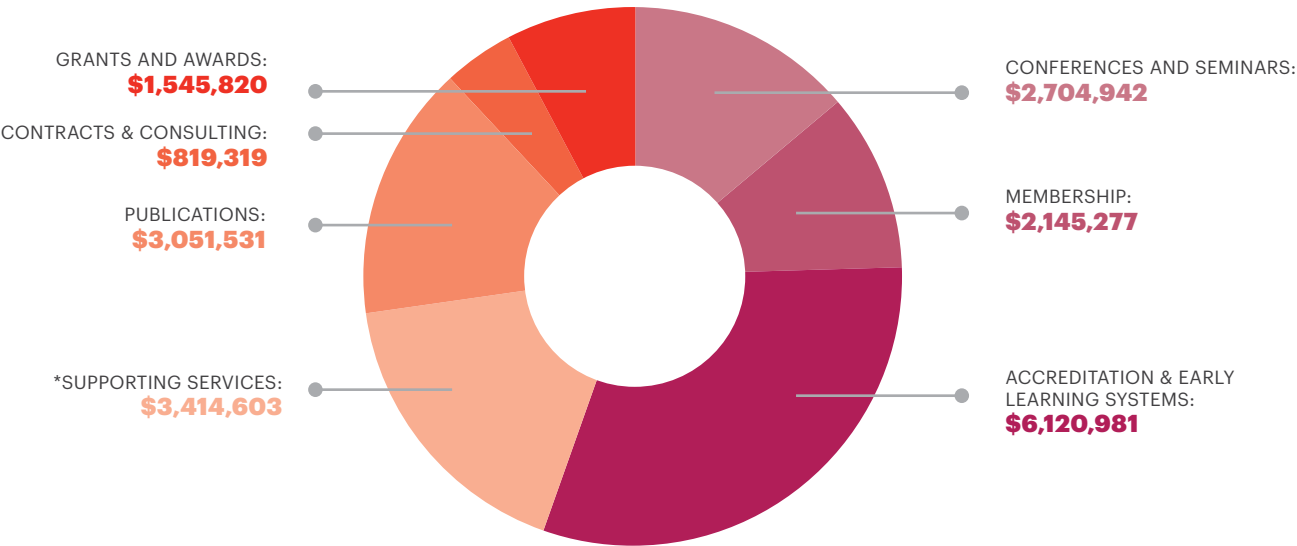
\$19,954,772

Note: Chart on left is based on revenue total before the loss in the 'rental income' category of \$379,355.

Unrestricted Operating Expenses

\$19,802,473

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



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



National Association for the
Education of Young Children

1313 L Street NW, Suite 500, Washington, DC 20005-4101
(202) 232-8777 | (800) 424-2460

NAEYC.org