



# Annual Report 2022

FISCAL YEAR

9/1/2021-8/31/2022

**naeyc**<sup>®</sup>



## NAEYC: Filling Big Shoes 2022 Highlights

First of all, it has been an incredible honor for me to assume leadership of NAEYC this year! I wouldn't be here without the leadership example and support of my remarkable predecessor, Rhian Evans Allvin. Rhian deftly navigated NAEYC through the COVID-19 pandemic and successfully advocated for federal supports to keep the early education field afloat. Filling Rhian's shoes is a huge task, but one for which I am excited. .

As the early childhood education field negotiated the pandemic, so too did NAEYC in conducting a virtual Annual Conference. We appreciated having 4,500 attendees participating from home, work, or on the road.

And while they weren't trying to find session rooms in the halls of a conference center, participants navigated multiple Zoom rooms and virtual meet-ups in their quest to learn from experts, deepen their understanding of the field, and share stories with their peers.

NAEYC's Public Policy Forum was held virtually, but it made our advocacy no less important. In addition to training and deploying advocates to push for federal support for early childhood education, NAEYC twice surveyed the early learning workforce to identify the needs and supports to help educators and programs stay in the field. Those surveys showed the positive effects of emergency stabilization funds but also laid bare the continued need for long-term, sustainable federal investments.

We were fortunate, though, to later host NAEYC's Professional Learning Institute in-person in Cleveland, Ohio. Engaging sessions—ranging from childhood mental health to educator burnout to the latest science on educating young children—tackled pressing issues facing early educators.

Educators are at the heart of everything we do, and as we built momentum together throughout the year, we used it to advocate for the supports you need to do your essential work. Time and again, you have demonstrated to the nation just how essential your work truly is, even while navigating a pandemic.

With gratitude,

Michelle Kang  
Chief Executive Officer

## Governing Board Members

	TERM ENDS		TERM ENDS
<b>ANN MCCLAIN TERRELL, PRESIDENT</b>	2023	<b>STACEY FRENCH-LEE</b>	2025
Retired		Georgia State University	
<b>CRYSTAL SANFORD-BROWN, VICE PRESIDENT</b>	2023	<b>NADIA JONES</b>	2024
Early Childhood Advocate		Atlanta Speech School	
<b>STEVEN HICKS, SECRETARY</b>	2023	<b>CHARU MANOCHA</b>	2025
Maryland State Department of Education/Division of Early Childhood Development		GreenLight Biosciences	
<b>FRED T. WALLS, TREASURER</b>	2025	<b>NICOL RUSSELL</b>	2023
J.P. Morgan Bank		Arizona Department of Education	
<b>NATALIE VEGA O'NEIL, PRESIDENT ELECT</b>	2025	<b>TONI STURDIVANT</b>	2026
Junior Achievement of America		Texas A&M University	
<b>JIE-QI CHEN</b>	2023	<b>TRAKI L. TAYLOR</b>	2024
Erikson Institute		Frostburg State University	
<b>UHRIEL BEDOYA</b>	2023	<b>REGINALD WILLIAMS</b>	2024
Lime		South Carolina State University	
<b>ANTHONY BROUGHTON</b>	2023	<b>NAOMI MCQUILLER (STUDENT)</b>	2022
Clafin University, School of Education		<b>IAN SCHIEFELBEIN (STUDENT)</b>	2023
<b>SHAYNA COOK</b>	2025	University of New Mexico	
Bainum Family Foundation		<b>MICHELLE KANG (EX-OFFICIO)</b>	
		NAEYC	



## Mission

NAEYC promotes high-quality early learning for each and every child, birth through age 8, by connecting practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children.

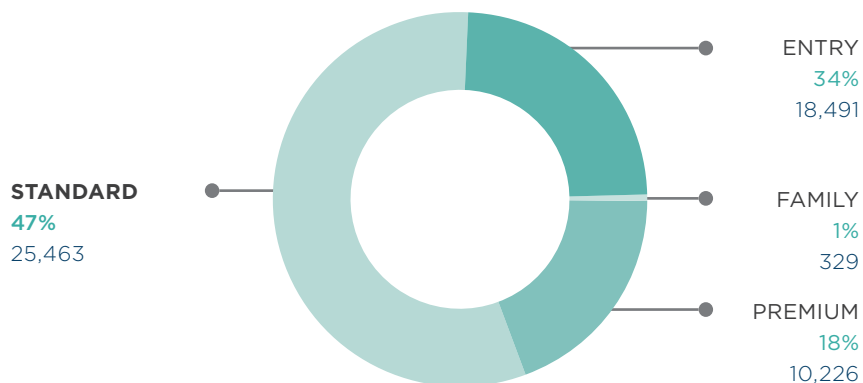
## Vision

Each and every child thrives and learns in a society dedicated to ensuring all children reach their full potential.



## Membership Update

Total: **54,509**



## Global Engagement

### Top 3 Countries

Canada, Singapore, China

**724** International Members

## Conferences

### Annual Conference

Virtual **4,500** attendees

### Professional Learning Institute

Cleveland **1,375** attendees

**375** exhibitors

## Affiliate Advisory Council

### Mike Abel

TERM: 6/1/2019-2022

### Chris Amirault

TERM: 1/1/2017-2021

### Michelle Barnea

TERM: 6/1/2019-2022

### Eric Bucher

TERM: 6/1/2020-2023

### Zaina Cahill

TERM: 6/1/2019-2022

### Raquel Diaz

TERM: 6/1/2019-2023

### Melanie Felton

TERM: 6/1/2020-2023

### Helene Harte

TERM: 6/1/2019-2023

### Tara Hurdle

*Chair-elect*

TERM: 1/1/2017-2023

### Brian Kingrey

TERM: 1/1/2017-2021

### Robyn Lopez Melton

*Past chair*

TERM: 1/1/2017-2021

### Margarita Marichal

TERM: 6/1/2019-2023

### Jodi Nerren

TERM: 6/1/2020-2023

### Kelly Ramsey

*Chair*

TERM: 6/1/2018-2022

### Ashley Simpson

TERM: 6/1/2020-2023

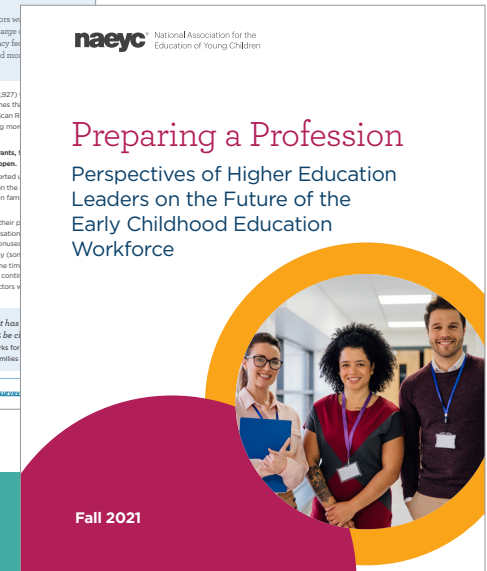
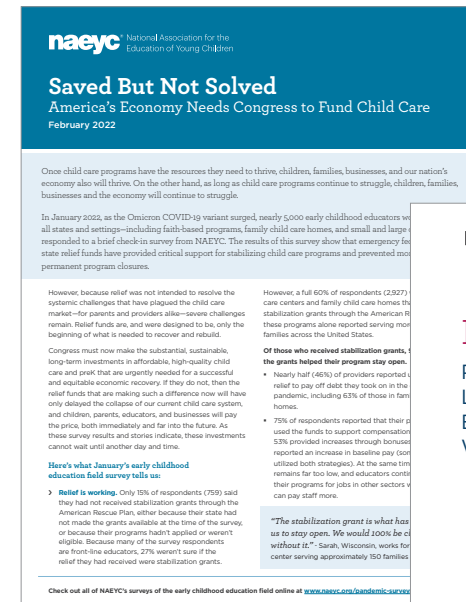
### Crystal Sanford-Brown

TERM: 6/1/2018-2022



# Public and Advocacy

- **Elevating educator voice and expertise**
  - Meetings, briefings, and testimonies to Congress and state legislators
  - Op-eds and letters to the editors
- **Creating helpful resources**
  - Timely policy briefs such as [What Build Back Better Means for You: Early Childhood Educators and Program Leaders](#) and [Deregulation Won't Solve Child Care . . . But It Will Decrease Safety and Supply](#)
  - In-depth reports such as [Preparing a Profession: Perspectives of Higher Education Leaders on the Future of the Early Childhood Education Workforce](#)
- **Highlighting workforce data**
  - State-by-state [ECE workforce survey reports](#)
  - [National data](#) to help policymakers understand what's happening, how relief is helping, and what more is needed
- **Advancing the ECE Profession**
  - Standing up the [Commission on Professional Excellence](#)
  - Helping states implement and align with the Unifying Framework recommendations





# Professional Development

## • Top 5 On-Demand Titles

Rethinking Circle Time: Effective Communication with Young Children

Emergent Curriculum and the Cycle of Inquiry

Serious Fun

Each & Every Child: Teaching Preschool with an Equity Lens

Classroom-Based Assessment Mini-Course

# 4,795

## Hours of PD Developed

## • Top 5 Title By Quantity Purchased

Rethinking Circle Time: Effective Communication with Young Children

DAP: Focus on Preschoolers

DAP: Focus on Infants & Toddlers

Emergent Curriculum and the Cycle of Inquiry

Culturally Appropriate Positive Guidance





## Digital Content

### Social Stats

FOLLOWERS

**FACEBOOK** 170k

**TWITTER** 70k

**INSTAGRAM** 14k

**PINTEREST** 9.2k

**LINKEDIN** 38k

# 10,951,744

## Website Pageviews

### HELLO

**854** Unique Contributors

**1,972** Discussions

**26** Interest Forums

### E-Newsletter Stats

**62K** **NAEYC Notes**  
subscribers

**22K** **For Families**  
subscribers



# Publications

## Books



## Magazines

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

**11,808** members received **YC**



**13,655** members received **TYC**





# Accreditation

## Early Learning Systems

- **5,940** Accredited Programs
- We are in **all 50 states**, plus DC, and on Military Bases overseas

## Higher Education Accreditation

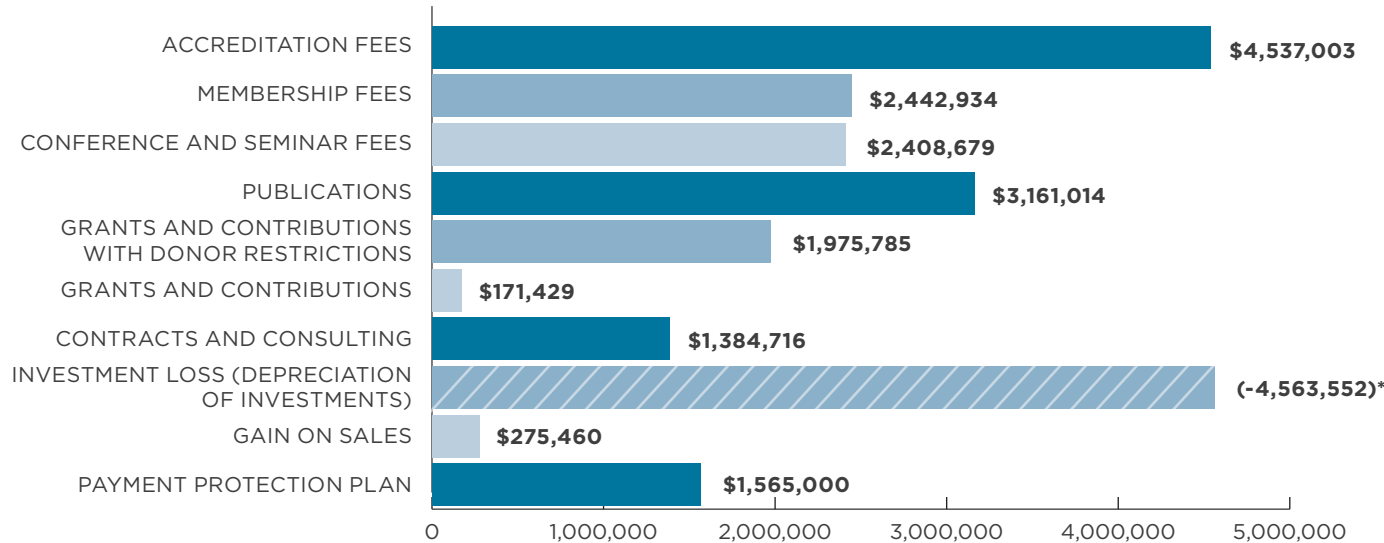
- **218** accredited early childhood degree programs in **40 states**



# Financial Overview

## Operating Revenue Without Donor Restrictions

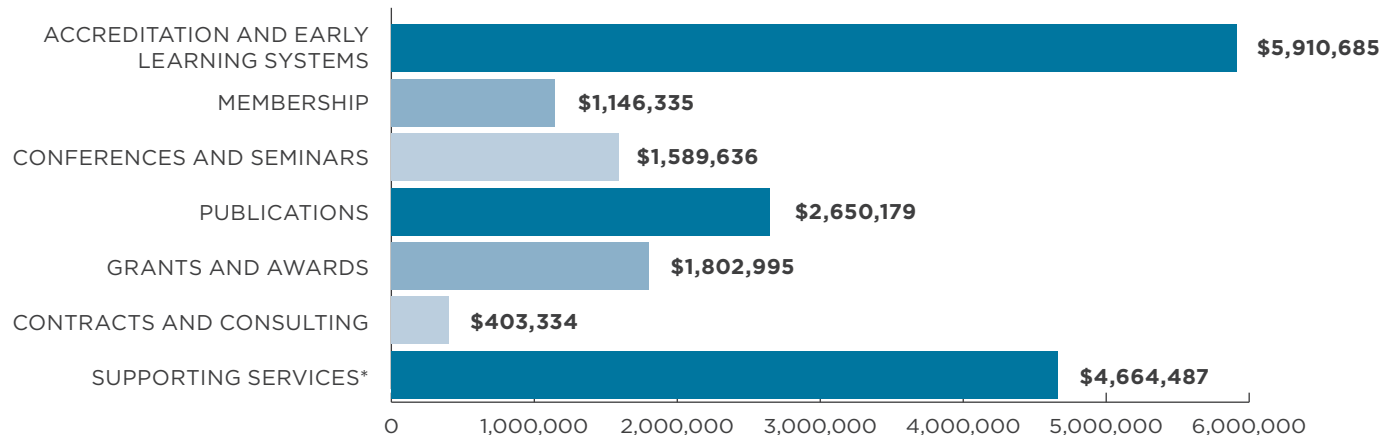
\$13,358,468



**\*This significant loss is the unrealized loss (decline in market value) on NAEYC's primary investment account due to poor market conditions during the fiscal year**

## Operating Expenses Without Donor Restrictions

\$18,167,651



**\*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**