



# Annual Report 2023

FISCAL YEAR

9/1/2022-8/31/2023

**naeyc**<sup>®</sup>



# NAEYC: Reunited and it Feels So Good

## 2023 Highlights

After two years of virtual convening, we returned to an in-person Annual Conference as the effects of the pandemic began to wane. Nearly 6,000 NAEYC members—early childhood educators, early learning program directors, higher education faculty, Affiliate leaders, partners, and advocates—from all 50 states, the District of Columbia, and 32 countries joined NAEYC in November in Washington, D.C., for a joyous celebration of early childhood education.

In total, more than 800 presenters over 500 sessions on more than 30 different topics offered members an opportunity to gather, learn, network, and grow. Among the highlights were opening session appearances by children's author and education advocate Minh Lê and hip-hop artist Darryl "DMC" McDaniels.

A hybrid Public Policy Forum included 85 presenters across 37 in-person and virtual sessions, 420 in-person attendees, 225 congressional visits, and 350 virtual congressional engagements from participants at home. NAEYC also continued surveying the early learning workforce, which showed how child care providers and families are facing deep challenges following the expiration of \$25 billion in pandemic-related child care stabilization funds.

Portland, Oregon, was the temporary home of 1,900 NAEYC members from all 50 states and beyond, who spent four days at NAEYC's Professional Learning Institute, where they made connections and obtained professional development that strengthened their practice.

Throughout the year, early childhood educators persevered in the face of such extraordinary challenges. You continue to show remarkable resilience and unwavering commitment, and we remain steadfast in our commitment to support you through our policy work, professional development opportunities, educational resources, and accreditation programs.

With gratitude,

Michelle Kang  
Chief Executive Officer

## Governing Board Members

	TERM ENDS		TERM ENDS
<b>NATALIE VEGA O'NEIL, PRESIDENT</b>	2025	<b>NADIA JONES</b>	2024
Junior Achievement of Washington		Atlanta Speech School	
<b>ANN MCCLAIN TERRELL, PAST PRESIDENT</b>	2023	<b>CHARU MANOCHA</b>	2025
Retired		GreenLight Biosciences	
<b>KELLY RAMSEY, VICE PRESIDENT</b>	2026	<b>NICOL RUSSELL</b>	2023
Developing People, Inc.		Arizona Department of Education	
<b>BRIAN JOHNSON, SECRETARY</b>	2026	<b>TONI STURDIVANT</b>	2026
Children and Youth Institute Michigan State University		Texas A&M University	
<b>MICHELLE WLAZLO, TREASURER (APPOINTED)</b>	2026	<b>TRAKI TAYLOR</b>	2024
JC Penney		Frostburg State University	
<b>BARBARA COOPER</b>	2026	<b>JOSPESH ALVIANI</b>	2026
Alabama Department of Early Childhood Education		Salesforce	
<b>UHRIEL BEDOYA</b>	2023	<b>REGINALD WILLIAMS</b>	2024
Novo		South Carolina State University	
<b>ANTHONY BROUGHTON</b>	2023	<b>IAN SCHIEFELBEIN (STUDENT)</b>	2023
Claflin University, School of Education		University of New Mexico	
<b>SHAYNA COOK</b>	2025	<b>NICOLE LAZARTE (STUDENT)</b>	2024
Bainum Family Foundation and ACF/HHS Office of Early Childhood Education		ACCA Child Development Center/ Teaching Strategies/ George Mason University	
<b>STACEY FRENCH-LEE</b>	2025	<b>MICHELLE KANG (EX-OFFICIO)</b>	
Georgia State University		NAEYC	

\*NAEYC would like to recognize the contributions of Sebreana Domingue who passed in October 2019.



## 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.

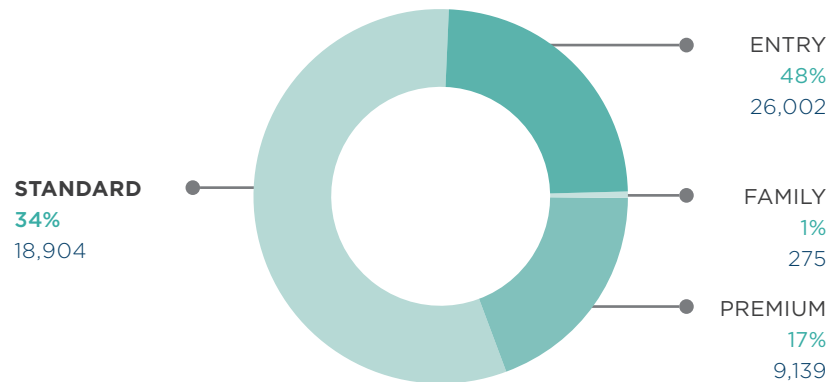
## Vision

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



# Membership Update

Total: **54,320**



## Affiliate Advisory Council

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

## Global Engagement

Top 3 Countries:  
**Canada, China, Singapore**

**748** International Members

## Conferences

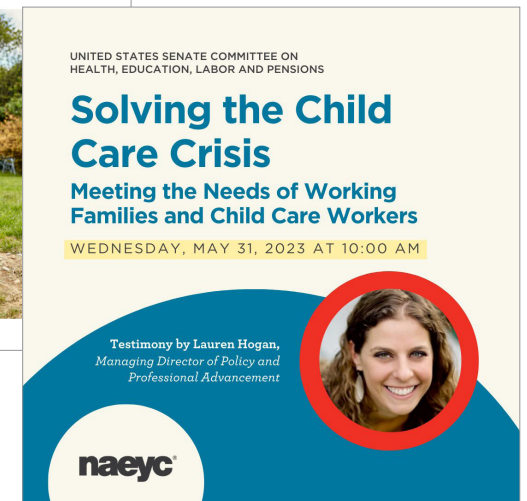
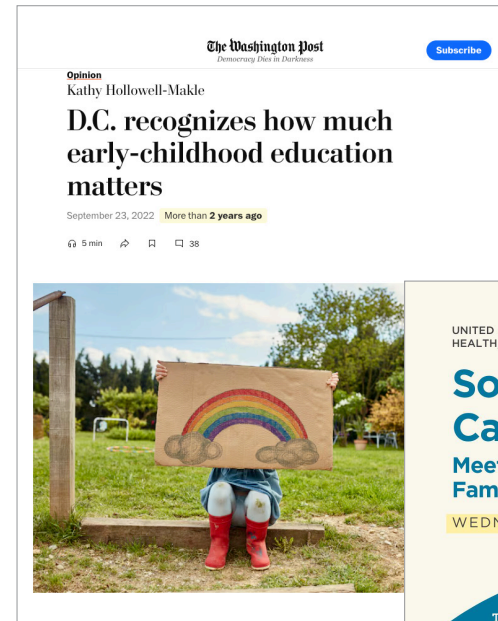
**2022 Annual Conference**  
Washington, DC **5,827** attendees  
**939** exhibitors

**Professional Learning Institute**  
Portland **1,956** attendees  
**137** exhibitors



## 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 [\*Providing Child Care for Child Care Providers A Strategy for Addressing Staffing Shortages and Compensation for Early Childhood Educators\*](#)
  - [\*Preschool Development Grant Birth Through Five: Opportunities to Align with the Unifying Framework for the Early Childhood Education Profession\*](#)
  - [\*Loan Forgiveness for Early Childhood Educators\*](#)
  - Affiliate, advocate, and partner resources to [support DAP](#) and social-emotional learning
- **Highlighting ECE workforce data**
  - [National and state-by-state reports](#) reflecting data from more than 12,000 early childhood educators working in all states and settings
  - [Deep-dive reports with partners](#) on the impact of stabilization grants on family child care programs and programs working with infants and toddlers



- **Advancing the ECE Profession**
  - Participating in the [official launch of the Commission on Professional Excellence](#) with 11 educator members (from 400+ applicants!)
  - 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

DAP Explorer Professional Development Package (On Demand) > Chapter 1: Intentional Decision Making: The Core Considerations

DAP Explorer Professional Development Package (On Demand) > Chapter 2: DAP Principles in Practice Centered on Equitable Experiences

DAP: Focus on Preschoolers

HOT: Big Questions

## • Top 5 Title By Quantity Purchased

Rethinking Circle Time: Effective Communication with Young Children

DAP: Focus on Preschoolers

DAP: Focus on Infants & Toddlers

Culturally Appropriate Positive Guidance

Strengthening Relationships with Families

**4,274**  
Hours of PD Developed





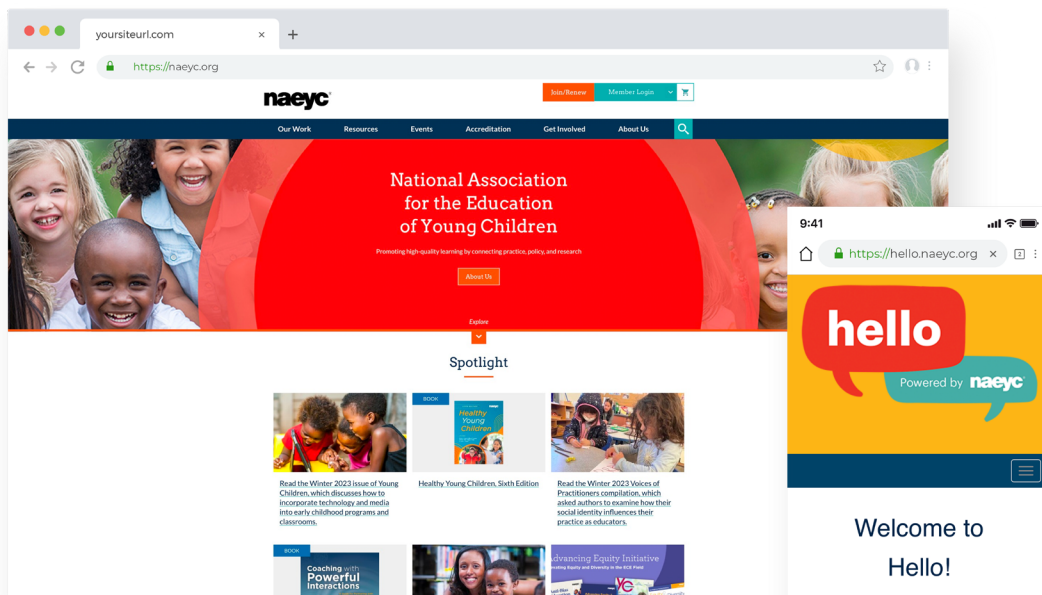
# Digital Content

## REACH

<b>FACEBOOK</b>	<b>934,607 (+58.1%)</b>
<b>INSTAGRAM</b>	<b>72,725 (+51%)</b>
<b>LINKEDIN</b>	<b>817,195</b>

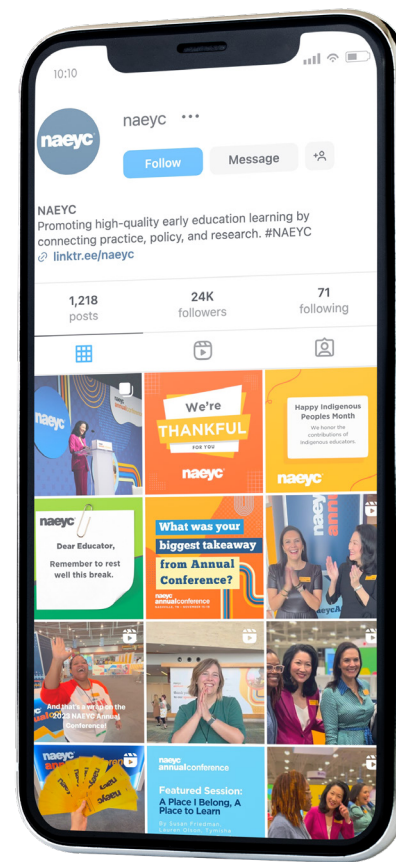
## FOLLOWERS

<b>FACEBOOK</b>	<b>3,489 (+2%)</b>
<b>INSTAGRAM</b>	<b>3,957 (+16.7%)</b>
<b>LINKEDIN</b>	<b>15,428 (+19.44%)</b>



**11,855,877**  
Website Pageviews

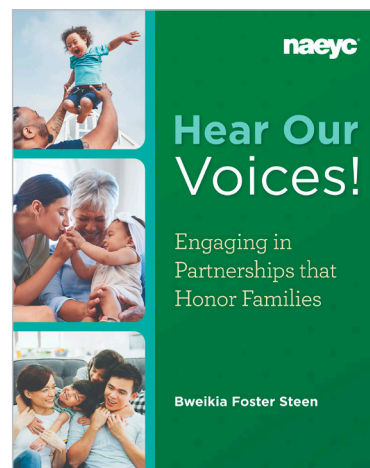
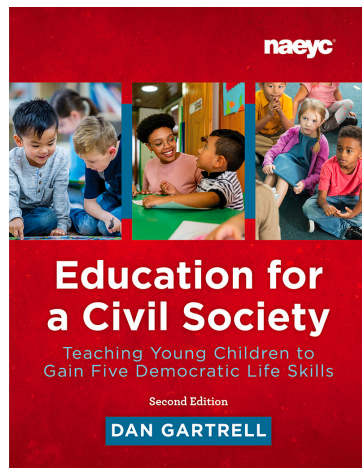
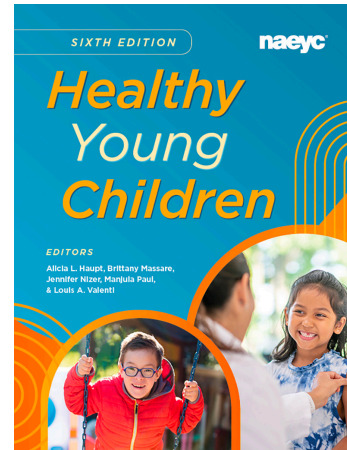
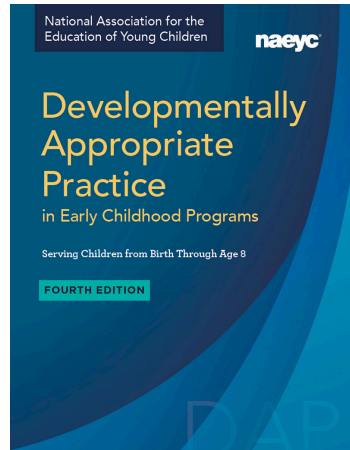
<b>985,290</b>	Organic Searches
<b>483,403</b>	Direct (Linktree)
<b>179,242</b>	Referrals



<b>762</b>	Unique Contributors
<b>1,593</b>	Discussions
<b>28</b>	Interest Forums

# Publications

## Books



## Magazines

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

**11,900** members received **YC**



**14,124** members received **TYC**





## Accreditation

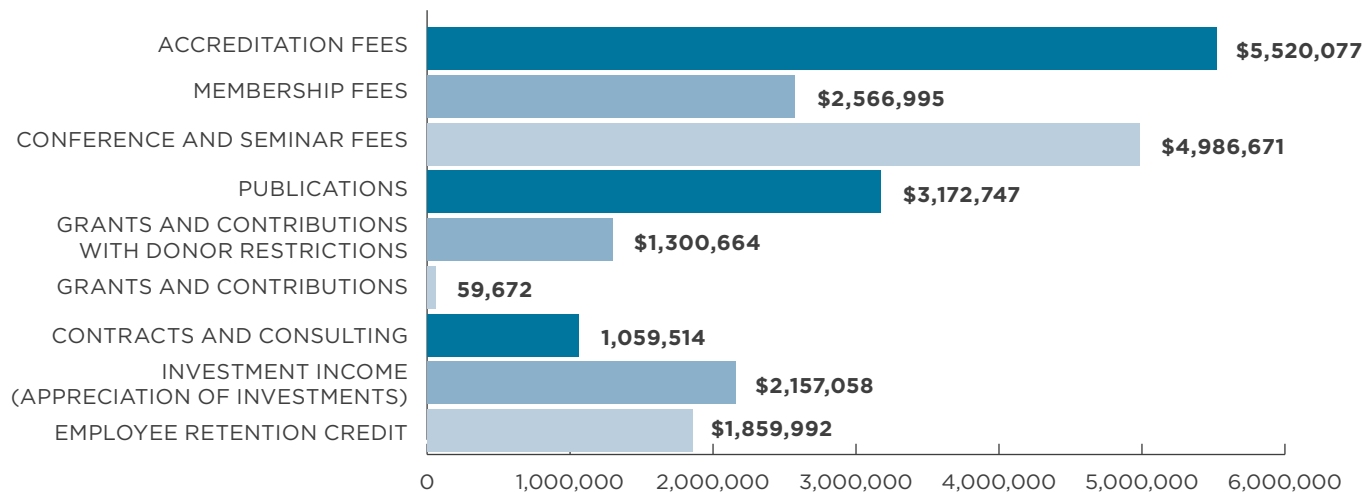
- **5,792** ELP Programs
- **532,886** Children served in accredited programs
- **113,253** Staff working in accredited programs
- **455,841** Families served in accredited programs
- **218** Higher Education Programs



# Financial Overview

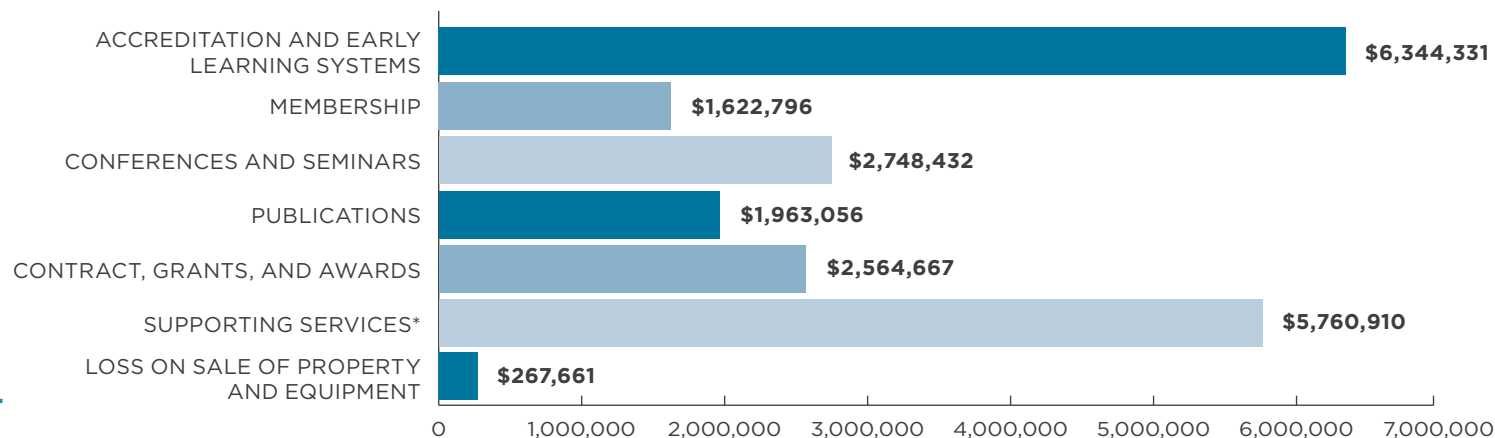
## Operating Revenue Without Donor Restrictions

\$22,683,390



## Operating Expenses Without Donor Restrictions

\$21,271,853



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





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Education of Young Children

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**NAEYC.org**