

**Annual Report of the NAEYC Affiliate Advisory Council  
January 2017 – December 2017**



**Mission:** The NAEYC Affiliate Advisory Council acts as an advisory body to support the continuing transformation of the NAEYC Affiliate structure into a high-performing, inclusive organization

**Purpose:** To advise the NAEYC Governing Board and national staff about all issues related to Affiliated Components and members and to identify and develop a strong, inclusive leadership

**Affiliate Advisory Council Members**

Jennifer Kalas, *Chair*, Robyn Lopez Melton, *Chair Elect*, Kyra Ostendorf, *Immediate Past Chair*  
Chris Amirault, Lydia Bowers, Tara Hurdle, Brian Kingrey, Kim Kofron, Shanna Kukla, Cary  
Larson-McKay, Alberto Mares, Karen Nemeth, Ben Planton, Kelly Ramsey, Dianna Saelens  
Shu-Chen Yen, Ida Rose Florez, *NAEYC Governing Board Vice President and Liaison to the  
Council*. **NAEYC Staff:** Gwen Simmons and Erin Daga.



### Chair-Elect 2018

Kelly Ramsey, M.S., was elected to the Chair-Elect position by members of the Affiliate Advisory Council with her term beginning June 1, 2018. Kelly is the Education Manager for Sunbeam Family Services in Oklahoma City, Oklahoma. There are no new, incoming representatives for 2018.

While the Affiliate Relations Committee (ARC) reviewed Affiliate charter applications, the Affiliate Advisory Council (AAC) worked to provide relevant support to the changing horizon of the Affiliate leadership community. We have worked with NAEYC staff to listen to the changing needs of Affiliate leaders and to support those needs with the agendas at leadership days in June and November. The Council has been asked to review and give feedback to NAEYC staff throughout the year on a variety of issues related to Affiliates, as stated in our purpose. Of note has been the Council's focus on progressing towards a more high-performing, inclusive organization as a Council as well as supporting Affiliates to do the same. Discussions regarding HPIO occur in every Council meeting as we strive to look at the way we live out our leadership roles in each situation and with each topic addressed. The AAC has successfully completed the following actions this year, after completing our second appointment cycle of new council members. This list of actions includes both formal and informal methods of reaching the Association's Affiliate leaders.

- Provided orientation webinar for new Council members in **January**
- Met in person at NAEYC headquarters in **February**, with time dedicated to meet and socialize with senior staff. Council members participated in the beta testing of Hello providing feedback to Michael Coventry and Gilmar Rosas.
- Co-facilitated monthly Leadership Webinars and authored Affiliate Connections e-news articles **Ongoing** (see attached samples)
- Recommended new VP to the Governing Board candidates in **May** per the request from the Governing Board Nomination Committee; and
- In collaboration with Affiliate Relations, planned and hosted Affiliate Day in conjunction with the NAEYC Institute for Professional Development in **June**. Met with the Affiliate Relations Committee
- Reviewed and sent guidance for the Governing Board to elect a new VP per request in **June**
- Recommended new VP to the Governing Board candidates in **July** per the request from the Governing Board Nomination Committee (attached)
- Sent recommendations on the Power to the Profession to Marica Cox Mitchell, Deputy Executive Director Early Learning Systems and Katherine Kempe, Senior Director, Professional Recognition and Advancement in **August** (attached)

- Received and responded to a letter from the Western States Leadership Network, expressing the needs of the western states in **August** (attached)
- Instituted and conducted exit interviews for outgoing Council members in **September**
- In collaboration with Affiliate Relations, planned and hosted Affiliate Leadership Day in conjunction with the NAEYC Annual Conference in **November**
- Hosted a joint meeting in **November** with the Affiliate Relations Committee to share insights and lessons learned about our shared work with Affiliates

### **New Appointment Cycle Approved**

Affiliate Advisory Council members' terms now align with the terms of the Governing Board (GB) members. To do this, current leadership terms will extend until May 31, 2018, and all council member terms will be extended by 6 months. This will allow the current AAC members who serve on the GB committees to complete their committee work prior to the end of their term. New GB committee appointments will only be available to seated AAC members. New members started on the AAC in January 2017, and no new members will be added in 2018. The new appointment cycle will begin in January of 2019.

**Board Committee Work:** Members of the Affiliate Advisory Council were honored to serve on Board committees.

- Affiliate Relations - Veronica Plumb, Kyra Ostendorf
- Early Learning Systems - Chris Amirault
- Member Engagement - Dianna Saelens
- Nominations - Shu-Chen Yen

**Affiliate Leadership Development:** Two key models of interacting and supporting with Affiliate leaders include the Affiliate Day at PLI and Leadership Day at the national conference. Information on the structure of the days has been reported by staff. A number of themes emerged from the time spent with Affiliate leaders, as follows:

- Supporting Affiliate-Chapter relationships
- Nonprofit management and board development
- Communities of practice and mentorship
- Support for Affiliates with Chapters that have retained their 501c3

These topics will be addressed by staff in the Technical Assistance plan, for release in 2018.

### **In Closing**

The Council members worked effectively with each other, with NAEYC Governing Board members, and with staff to guide the implementation of the new Affiliate structure.



Respectfully,  
Jennifer Kalas, Chair NAEYC Affiliate Advisory Council

### Affiliate Connections - February 2017



#### **Every Student Succeeds!**

On December 10, 2015, a bipartisan Congress passed the **Every Student Succeeds Act (ESSA)**, a national education law committing to ensuring equal opportunity for all students. Under the new provisions of ESSA, student success may be addressed more comprehensively, and the law includes new requirements designed to ensure the quality of education students receive. One critical provision includes an effort to "sustain and expand... historic investments in increasing access to high-quality preschool." As members of NAEYC, we applaud the federal government's recognition of the importance of committing to high-quality preschool, while acknowledging its impact on young pupils - especially disadvantaged children and their families. As the country transitions to a new administration, we have an urgent responsibility ahead of us:

- To advocate strongly for the rights of children;
- To protect access to high-quality education;
- To ensure that the promised investment in high-quality early childhood education is a national priority for the new President and Congress.

This coming year is a critical year for child advocacy for ECE professionals! Hundreds of early childhood advocates will be coming together for NAEYC's Public Policy Forum in Washington DC, from from February 26-28, 2017. Regardless of your public policy advocacy experience, NAEYC welcomes your thoughts and voices! Your participation in local, state and national policy and advocacy efforts is critically important. If you feel strongly about the future of early childhood education, join with other NAEYC members to share your stories on the importance of high quality learning for all young children. We would love to hear from you. To find out more information about the forum, please [click here](#).

On behalf of the Affiliate Advisory Council, I also would like to extend a warm welcome to our five new council members on board. Each and every new council member has been working and fighting for children and ECE educators and continues to dedicate him or herself to our field. It is a pleasure for me to be able to work with and learn from our existing and new council members. As we continue to strive to make our council more available to our members, we would love to hear any ideas or suggestions you have. Please do not hesitate to email us at [affiliateadvisorycouncil@naeyc.org](mailto:affiliateadvisorycouncil@naeyc.org). Thank you once again for your dedication to early childhood education and our children's futures. I look forward to seeing you in Washington, DC, at the



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Public Policy Forum!

Shu-Chen “Jenny” Yen, Ph. D., NAEYC Affiliate Advisory Council Member

### **Affiliate Connections - August 2017**



We delight in the beauty of the butterfly, but rarely admit the change it has gone through to achieve that beauty. – Maya Angelou

Conversations. Affiliate surveys. Affiliate applications. Affiliate calls. Tiered responses. Affiliate approvals. New charters. Revoked charters. New chapters. New leadership. New staff. New boards. Years of planning, hard work, anticipation, dialogue, and uncertainty all leading up to September of 2017, and we have arrived!

We now move from planning to implementation. The 50 new Affiliates emerge this month! The new membership categories will be announced and the new AMS will roll out!

As we stand on this precipice of change, it is important to take a moment and reflect. Our organization will be stronger, more nimble and better prepared to serve our members because of your willingness to embrace change and put in the hard work to make it to this point. Our members will see themselves reflected in our organization. Your leadership, dedication and persistence helped to create a new affiliate structure that is full of opportunities!

As we settle into the future new questions, challenges and opportunities will arise. While there is an aspect of the unknown, we do know that we are moving forward. As an NAEYC member, I am excited to see these new changes actualize, and as an Affiliate Advisory Council member, I am excited to hear how things are going in your affiliate. Please contact us directly at [affiliateadvisorycouncil@naeyc.org](mailto:affiliateadvisorycouncil@naeyc.org).

Robyn Lopez Melton, Chair-Elect, Affiliate Advisory Council



The National Association for  
the Education of Young Children

July 27, 2017

Dear Barbara,

Thank you for inviting the Affiliate Advisory Council to once again submit our recommendations for the Vice President and Affiliate Liaison role on the NAEYC Governing Board. The Council met in San Francisco during the Professional Learning Institute and had a lengthy discussion resulting in the following recommendations.

The Affiliate Advisory Council values having the NAEYC Vice President as our Affiliate Liaison. We recognize that it was a purposeful decision during the National Dialogue to create a formal, elevated connection between the Advisory Council and the Governing Board and its Executive Committee.

When vetting candidates, the Council finds the following skills valuable, but it is not an exhaustive list. Ensuring the person in the Vice President's role reflects our mutual commitment to inclusiveness and diversity is of equal importance. We recognize it has helped tremendously for the Vice President to have:

- Affiliate experience and content knowledge
- Systems perspective
- Ability to manage multiple perspectives
- Understanding of the unique differences between the roles of a governance body and an advisory council

We appreciate the opportunity to recommend potential candidates for potential Vice President nominees. Please let us know if we can be of further assistance to the Nominating Committee.

Best Regards,

Jennifer Kalas, Affiliate Advisory Council Chair

Cc: Affiliate Advisory Council  
Gwen Simmons, Senior Director Affiliate Relations



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## Recommendations on Power to the Profession

August 18, 2017

To: Marica Cox Mitchell, Deputy Executive Director for Early Learning Systems

From: NAEYC Affiliate Advisory Council

Cc: Katherine Kempe, Senior Director Professional Recognition and Advancement

Gwen Simmons, Senior Director Affiliate Relations

Dear Marica,

The Affiliate Council commends the NAEYC board, the Early Learning Systems Committee, and staff for their commitment and dedication to Power to the Profession. The Affiliate Advisory Council has much appreciation and admiration for the import and future impact of this initiative. We would also like to acknowledge Katherine Kempe for her continued commitment to address and inform the Council with updates as the initiative rolls out across the country.

The Affiliate Advisory Council's charge is to advise the NAEYC Governing Board and national staff on all issues related to Affiliates and members, and to identify and develop a strong, inclusive leadership. We approach our work with the understanding that relationships and respect for individuals are of utmost importance. At the same time, the Council maintains a commitment to uphold the principles of a high-performing, inclusive organization. In this spirit, we provide the following recommendations to enhance and support the ability of both Affiliates and members to access and participate in Power to the Profession.

- Prioritize educators in Power to the Profession surveys and focus groups;
- Include underrepresented voices, such as early educators who are not English proficient and those who have limited education and/or literacy;
- Conduct surveys in Spanish and other languages;
- Create short YouTube videos on Power to the Profession in English and Spanish
- Ensure that the language in the literature and publicity weaves anecdotes and case studies similar to Teaching Young Children so members more clearly understand the initiative and are not confused with too much technical language;
- Provide the literature and publicity in multiple formats, e.g., videos, illustrations, Powerpoint animations, etc., and not just print;
- Recommend to deep dive states to record demographics as they engage with members and the workforce to ensure that a diversity of voices are participating in the initiative;



- Provide technical assistance to Affiliates in explaining the initiative to their collaborators in order to strengthen relationships and increase inclusivity.

The Council members are committed to providing individual feedback in subsequent Power to the Profession surveys. We thank you for the continued opportunity to contribute to NAEYC's mission and strategic direction.

On behalf of the Affiliate Advisory Council, Jennifer Kalas, Chair

### **Response Letter to the Western States Leadership Networking Conference (WSLN)**

October 26, 2017

Ms. Jenny Douglas, Southern Arizona AEYC President  
Ms. Alicia Durbin, Southern Arizona AEYC President-Elect  
WSLN 2017 Leaders

Dear Jenny and Alicia,

On behalf of the Affiliate Advisory Council, I have received your letter communicating the results of the most recent WSLN Leadership Conference. We are pleased that the Leadership Network gathering was informative and productive, and are appreciative of your feedback as the Council looks for ways to ensure that NAEYC is in tune with the needs of Affiliates.

The Council supports your goals in engaging membership, increasing inclusivity, and maintaining financial accountability and viability. We reviewed your request for more support with translated materials and wanted to share an update with you. Please be assured that the Council and NAEYC share your desire to provide more materials translated to other languages. A number of NAEYC materials are already being translated to Spanish, including the national brochure, the online membership application, the new membership structure brochure and member video, all available by the Annual Conference & Expo in November.

A plan is in place to translate these same materials into Mandarin as soon as resources and budget permit. Please know that this is at the forefront of the marketing team's agenda and as resources allow, they will be moving forward. NAEYC is mindful of the necessary resources in staffing and funding required and is evaluating which key resource materials for member outreach and support would be given priority status. A current list of online, translated NAEYC materials and resources can be found in Addendum A.

Affiliates are encouraged to create their own messaging based on the templates provided by NAEYC. This allows Affiliates to translate materials to meet the specific languages in their local community. Affiliates may not translate national brochures and resources that contain the NAEYC trademark. Templates are available on the Affiliate Resource Center.

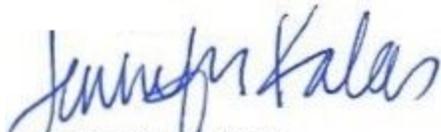


Affiliate-generated materials can certainly be shared on Hello (once individual communities become available) and in the Affiliate Resource Center. NAEYC would also be pleased to collaborate with Affiliates if local funding for translating member materials and resources is identified. Please contact Affiliate Relations for more information.

It was not clear what your intent was with regards to your request for western states to be considered for NAEYC conferences, Gwen Simmons, Senior Director of Affiliate Relations will be in contact with you in order to better understand your request.

The Affiliate Advisory Council appreciates your input, and is committed to supporting all 50 Affiliates to ensure the principles of high-performing, inclusive organizations are embedded throughout the Association in order to grow and engage a diverse and active membership. We look forward to our shared efforts in making this vision a reality. Please continue to participate in the monthly Leadership calls and watch the e-affiliate updates for more information as we move through this process. Please let us know if you have more comments or questions.

Sincerely,



Jennifer Kalas, Chair  
Affiliate Advisory Council

Cc: NAEYC Affiliate Advisory Council  
Gwen Simmons, Senior Director of Affiliate Relations

Addendum A

NAEYC translated materials and resources currently online. These are in addition to the new membership materials, video, and online application form in Spanish. Affiliates should access our translated content through the NAEYC website. Additionally, Spanish and Mandarin versions of the DAP will also be posted on the web soon. We have select articles mostly in Mandarin and Spanish (some Arabic) that we do not generally share for free.

#### **Links to Key Translated Content on the NAEYC Website**

Spanish TYC: <https://www.naeyc.org/tyc/tesoros>

Mandarin TYC: [http://www.naeyc.org/conference/files/conference/2015\\_TYC%20Mandarin.pdf](http://www.naeyc.org/conference/files/conference/2015_TYC%20Mandarin.pdf)

Spanish Strategic Direction:

[http://www.naeyc.org/conference/files/conference/SPL\\_2014NAEYC\\_StrategicDirection%20for%20web.pdf](http://www.naeyc.org/conference/files/conference/SPL_2014NAEYC_StrategicDirection%20for%20web.pdf)



National Association for the Education of Young Children

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Mandarin Strategic Direction:

[http://www.naeyc.org/conference/files/conference/NAEYC\\_Strategic%20direction\\_Mandrin%20or%20Web.pdf](http://www.naeyc.org/conference/files/conference/NAEYC_Strategic%20direction_Mandrin%20or%20Web.pdf)

Power to the Profession Mandarin: <https://www.naeyc.org/files/naeyc/p2pMandarin.pdf>

Power to the Profession Spanish: <https://www.naeyc.org/files/naeyc/P2PSpanish.pdf>

Mandarin Program 2016:

[http://www.naeyc.org/conference/files/conference/file/Conference/Mandarin\\_Final%20Program\\_AC2016.pdf](http://www.naeyc.org/conference/files/conference/file/Conference/Mandarin_Final%20Program_AC2016.pdf)

Affiliates may also find the [Good Start](#) and [Grandes Comienzos](#) pages helpful.