



Supporting Professionals  
and Promoting Quality



Minnesota Association for the Education of Young Children

2012 Annual Report

# Presidents' Report 2012

*Submitted by Tiffany Weeks and Nancy Kaczrowski, Co-Presidents*

We are very pleased that 2012 has been another great year for the Minnesota Association for the Education of Young Children (MnAEYC). We continue to utilize our 3-year strategic plan to move the work of our organization forward. Last year's addition of a Director of Policy and Communications allowed MnAEYC to start out the year with a more comprehensive communication plan. The highlight of this plan was a large rebranding project which included a new logo that better represented the essence of MnAEYC.

An essential part of the communication plan included a new membership services platform that the organization began using this year. This new software, Members 360, allows each member to have a profile in which they can update their information, sign up for professional development offerings, access training certificates, and much more. In addition to providing better service to members, the software also allows for detailed tracking of member activity such as training attendance, membership history, and member involvement in the organization.

Improved quality of our relationship with members has allowed MnAEYC to further its use of volunteers. We currently have dozens of regular volunteers who accomplish a wide variety of activities such as planning professional development events, contacting legislators about the importance of supporting early childhood, staffing our annual conference, and advising our accreditation project. Some of these volunteers take leadership roles in the organization by joining the board of directors, chairing a committee, or executing specific events. These volunteers put in hundreds of hours of work each year, saving the organization money while enhancing its knowledge base and creative capacity.

As we leave 2012 behind, we begin planning for another year of strong membership, financial vitality, and most importantly, another year of positively impacting the lives of children through supporting the professionals who work with them and enhancing the quality of the programs that serve them.

# MnAEYC - MnSACA Board of Directors

Co-Presidents.....	Tiffany Weeks
.....	Nancy Kaczrowski
Past President and NAEYC Affiliate Rep .....	Kyra Ostendorf
Secretary.....	Stephanie Thomas
MnSACA Treasurer .....	Lisa Wetzel
Policy Chair .....	Cisa Keller
Directors.....	Dean Wright
.....	Susan Besst
.....	Tosca Grimm
.....	Julie Murphy
.....	Delroy Tuorila
.....	Jason Daniel
.....	Dave Grote
.....	Mary Muhs
.....	Cory Woosley
.....	Cece Gran
.....	Mara O'Neil
.....	Gail Roberts

A special acknowledgement to Cece Gran, Dave Grote, Mara O'Neil, Gail Roberts, and Susan Besst who completed their Board of Directors terms during 2012.

# MnAEYC – MnSACA Staff

Executive Director.....	Sharon Bergen
Director of Policy and Communications .....	Sara Benzkofer
Program Director .....	Kim St. Marie
Project Staff.....	Aimee Bock
.....	Julie Leslie
.....	Kara Lomen
.....	Shelly Tollefson
.....	Barb Wagner

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## Facebook

[www.facebook.com/MnAEYCMnSACA](http://www.facebook.com/MnAEYCMnSACA)

## Twitter

[www.twitter.com/MnAEYCMnSACA](http://www.twitter.com/MnAEYCMnSACA)

## Sponsors

The work of MnAEYC would not be possible without the supports of these organizations:

- MN Department of Human Services (DHS)
- Greater Twin Cities United Way
- Our many conference sponsors and exhibitors

## 2012 – 2014 Strategic Goals and Objectives

- Retain, increase, and diversify membership
- Increase recognition of MnAEYC and its programs
- Be a strong voice for professionals and quality programs
- Impact quality through professional development

## Financial Report

MnAEYC's financial position has improved significantly during 2012. Revenues increased due to the United Way funding of the accreditation project (which also increased expenditures) and also from increased membership. In fact, membership revenues increased 36% in 2012. Careful stewardship of MnAEYC's two grants (Greater Twin Cities United Way and Department of Human Services) has enabled MnAEYC to reduce the costs associated with general operations of the organization and begin to build reserves against future expenses.

REVENUES	
Membership	\$41,407
Grant Income	\$697,804
Professional Development	\$4,215
Misc Income	\$3,114
<b>TOTAL INCOME</b>	<b>\$746,540</b>

Expenses	
Administration inc. Association Management	\$65,452
Occupancy	\$26,545
Personnel	\$353,080
Program-related Expenses	\$275,762
<b>TOTAL EXPENSES</b>	<b>\$720,839</b>

<b>NET INCOME/IMPACT TO RESERVES</b>	<b>\$25,701</b>
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## MnAEYC Mission

To serve and act on behalf of early care and education professionals in Minnesota

**MnAEYC is a proud Affiliate of the National Association for the Education of Young Children**



# Executive Director's Report

Submitted by Sharon Bergen



In 2012, MnAEYC continued its focus on serving its members, professionals working in the early care and education field, providing high quality professional development, and enhancing the quality of programs for the benefit of children, youth, and their families. These three

focus areas continue to define MnAEYC's strategic plan and are the basis for the organization's ongoing work.

## Member Services

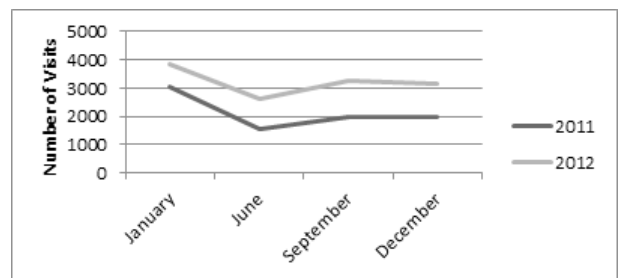
At the end of 2012 MnAEYC is serving 688 members representing all areas of the state and a wide variety of roles within the early care and education profession.

MnAEYC members receive communications from the association through weekly E-News and a quarterly printed newsletter.

MnAEYC serves its members in many ways. Truly, all of the activities of the organization, including the professional development programs and quality enhancement activities that are described in the sections that follow, are developed with the needs of members in mind. In 2012, MnAEYC made a number of strategic investments to serve members more effectively and to enhance the overall visibility of the organization within and outside of the profession.

As mentioned in the Presidents' Letter, in spring of 2012 MnAEYC and its collaborative partner, MnSACA, completed a study of both organizations' brand and identity. As part of the rebranding process, MnAEYC established the goal of better representing the professionals in the early care and education field and creating identifying logos for the organization and its programs that captured the vibrant, forward thinking nature of the organization and early care and education work.

In addition to a suite of logos, MnAEYC and MnSACA completed an update of the organizations' combined website. The results increased traffic to the website throughout the year as shown in the chart that follows which details the number of website visits at four points throughout 2012 as compared to the prior year.



website visits - 2011 vs. 2012

In addition to its updated website, MnAEYC enhanced its online presence in 2012 through the use of social media outlets Facebook and Twitter. In January of 2012 the newly developed MnAEYC-MnSACA Facebook page had 61 fans. With revitalized focus on Facebook and Twitter the number of

fans more than doubled by the end of 2012 to 160 fans.

MnAEYC's website update also included the addition of a new membership portal, Members 360. This software allows MnAEYC to better serve its members by gathering information about each member and enhancing communication with and between members. Throughout the year members have signed into the Members 360 portal, built profiles and used the software to register for and manage professional development opportunities. Expanded use of the capabilities of Members 360 is expected in the future.

MnAEYC also serves its members through policy and advocacy work. MnAEYC staff and its active Advisory Committee develop a policy agenda and represent members in a variety of policy and advocacy activities. Refer to the section that follows for more details on MnAEYC's 2012 policy and advocacy work.



In 2012 MnAEYC continued its relationship with its national partner, NAEYC. NAEYC continued its focus on the *National Dialogue* intended to reframe and strengthen the relationship between all of its components. Representatives from the MnAEYC's Board of Directors, staff, and membership took part in two national meetings devoted to understanding the needs of members, local and state affiliates, and the national office. MnAEYC's Affiliate Representative, Kyra Ostendorf, was pivotal in working with the Affiliate Council in shaping recommendations to the NAEYC Governing Board. Former MnAEYC Board President, Angele Passe served on the NAEYC Governing Board in 2012.



## Northland Chapter

Also in 2012 MnAEYC reshaped its relationship with its local affiliates, Lakes Area AEYC and Duluth AEYC. Lakes Area AEYC dissolved their local affiliate status due to lack of support from area institutions. Duluth AEYC transformed to the Northland Chapter under the expert leadership of Becky Gamache. The Northland Chapter continues to serve members in the Duluth area with high quality professional development opportunities. In fall of 2012 the chapter held its annual conference serving nearly 40 members and featuring the Nurtured Heart Approach training.

## Professional Development



The provision of professional development continues to be one of MnAEYC's primary programs. In 2012 MnAEYC collaborated with MnSACA to offer professional development in a number of ways. First, MnAEYC and MnSACA continued to offer their well-known and highly regarded annual state conference. With the support of sponsors, exhibitors, and a grant from the MN Department of Human Services, the 2012 conference, Building Bridges – Inspiring Action, was a great success. The conference attracted 853 attendees who ben-

effitted from over 70 sessions, 2 nationally known keynote speakers, and nearly 50 exhibits and Innovation Stations. Special thanks is due to the Conference Committee, led in 2012 by MnSACA members Lisa Walker and Marty Elmquist, for their outstanding work on this important member service.

In addition to the annual state conference, MnAEYC and MnSACA also continued the tradition of offering the Summer Leadership Institute. In July, 2012, 142 early childhood and out-of-school time professionals gathered at Normandale Community College to spend a full day with Dr. Joan Patterson, an internationally known expert on Motivational Interviewing.

MnAEYC also supports the professional development needs of its members through workshops and customized training on a wide variety of topics relevant to early care and education professionals. In 2012, MnAEYC supported 32 such training sessions benefiting 463 participants.

In 2012 MnAEYC awarded Early Childhood Director Credentials to six early care and education professionals. These directors completed coursework and demonstrated their managerial abilities in a variety of leadership areas. In the least year the coursework leading to the Directors Credential was offered through the Child Care Resource and Referral Network's Eager to Learn program.

## Enhancing Quality

# mn AEYC accreditation facilitation project

MnAEYC's largest and most influential program is its extensive Accreditation Facilitation Project. With very generous support of Greater Twin Cities United Way MnAEYC continued its work toward the goal of helping 350 child care centers to become accredited within 3 years. 2012 included the end of the first year of the project and the first half of year two.

During the year MnAEYC staff and consultants worked with 185 centers and, of those, 34 earned accreditation. Ten centers earned accreditation in the prior year and the remaining centers are scheduled for accreditation visits in the upcoming year. Through the hard work and dedication of MnAEYC staff, consultants, and many, many early childhood programs, the project is on track to meet its goals.



In 2012 Child Trends issued the year one evaluation of the United Way-funded accreditation project. Child Trends conducted independent surveys and interviews of accreditation project participants to determine the strengths and challenges associ-

ated with the project. In their report, Child Trends concludes that the AFP participants express a high level of satisfaction with their consultant, the consulting services, training, and incentives provided by MnAEYC with funding from United Way. For example, Child Trends says, “The majority of directors reported that incentives for participating in training sessions were extremely useful and over half said the monthly cohort meetings were. Over half of the directors said that monthly cohort meeting was the most useful tool. Almost all directors reported that they were satisfied overall or somewhat satisfied with the training and consultation services offered by the AFP.”

In conjunction with this project, MnAEYC staff also worked closely with the DHS and the entire Parent Aware team to help shape and implement Minnesota’s quality rating and improvement system and activities related to the Race to the Top grant received by Minnesota in 2011. It is hoped that this work enables accredited programs to pursue a quality rating with reasonable effort following participation in the accreditation project.

## **Policy and Advocacy Achievements**

MnAEYC-MnSACA’s active Policy and Advocacy Advisory Group met monthly in 2012. The advisory team developed a public policy agenda, had a visible presence at the 2012 Legislative Session, and engaged the membership in advocacy activities.

MnAEYC-MnSACA provided regular and informative policy updates during the 2012 legislative

session, created a robust public policy section of the website, and created a site visit and advocacy toolkits.

MnAEYC-MnSACA, along with its early childhood and school-age partners, helped to pass legislation that added a list of standards that accrediting bodies need to meet to be recognized for the accreditation differential in the child care assistance program tiered reimbursement statute. The Department of Human Services was asked to create an application and implementation process and report back to the Legislature in 2013. MnAEYC-MnSACA has advised the Department of Human Services as they have developed an application and implementation process. Once the new process is in place, the Minnesota Afterschool Accreditation Program will apply to be recognized for the increased reimbursement rate.

The Minnesota’s Future Coalition, (which MnAEYC-MnSACA is a member) the Start Early Funders Coalition, and other education organizations and thought leaders joined forces in June 2012 to commit to working with the public sector to significantly increase state funding to improve access to quality care and education in Minnesota. This collaboration, a first of its kind in advocacy for early childhood, is supported by a broad base of statewide organizations, representing early childhood, K-12, philanthropic and local chapters of national non-profits. Supporters vary greatly in interest, size and geographic reach.



## Supporting Professionals and Promoting Quality

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