



# Annual Report

## 2008-2009

Fall 2009

*Association for the Education of Young Children of Missouri*

### Contents

- Message from the President
- Kathy Thornburg Fund
- Director's Credential
- Public Policy Report
- Strategic Plan Update
- President's Council
- Governance Report
- Early Childhood Summit
- Membership Report
- Financial Report
- Affiliate Council Report
- Midwest Council Report
- Advocacy Handbook
- Tees and Hoodies Sale
- Board of Directors

## From the President...

*"To accomplish great things,  
we must not only act, but  
also dream; not only plan,  
but also believe." Anatole  
France, French novelist*

2008 – 2009 has been a year of dreams and action for the AEYC-MO Board. After months of dreaming and planning, the AEYC-MO Directors' Credential was piloted. The board was pleased to award three credentials. We believe in the value of connection with local chapters and have continued the Presidents' Council for this purpose. We believe in providing opportunities for professional development. In the fall of 2008 we partnered with the Missouri Head Start Association to host a successful conference. Several student

members, members, and board members have also presented at local and national conferences. We continue to dream that all members will advocate for the needs of children and families so several board members participated in a day of training with Adele Robinson, NAEYC Associate Executive Director for Public Policy. Our Public Policy Chair and committee continue to plan advocacy trainings and Child Advocacy Day.

Our dreams continue as we strive to increase student representation on the Board, continue involvement in state issues through attendance at the newly developed P-20 Councils, and continue the development of the Lead-



**Mary Stone**  
**AEYC-MO President**

ership Academy. Active membership in AEYC-MO is an excellent way to put action behind your dreams for children. The dedicated and hard working AEYC-MO Board invites you to join us as we put action behind our dream of serving Missouri's youngest children and families.

AEYC-MO

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## AEYC-MO Mission Statement

*AEYC-MO, an organization for early childhood professionals, fosters excellence in early childhood systems and programs through advocacy, education, and professional development .*

## KRT Leadership Fund Spring Benefit a Success

By Janice Lundquist, Central AEYC Member At-Large



*Dr. Kathy Thornburg*

The Kathy R. Thornburg Leadership Fund, Spring Benefit Reception, was held May 22, 2009. The event, which honored Dr. Thornburg's 43 years of helping children and their families, was a big success.

Over \$10,000 was raised for the Dr. Kathy R. Thornburg Leadership Fund, which was created to support emerging early childhood and school-age leaders. Featured items in the silent and live auctions included art work, a diamond necklace, a wine tour for 8, a handcrafted quilt, football and baseball tickets, and much, much more!

The scholarship fund provides support for professionals to attend state and national leadership events, as Rebecca Rentchler attested to during the event. Rebecca, the recipient of the 2008 KRT scholarship shared her experiences, which included attending the 2008 NAEYC conference in Dallas, as well as the Public Policy leadership conference, in Washington, D.C. Rebecca Rentchler currently serves as

Public Policy Chair on the CM-AEYC board.

Dr. Thornburg introduced this year's recipient of the KRT scholarship, Melinda Emge of O'Fallon, Missouri. We wish Melinda a professionally enriched experience this year, and congratulate her on this accomplishment!



*Melinda Emge and  
Kathy Thornburg*

## Director's Credential

By Mike Abel, Past President, AEYC-MO

A pilot program for the Missouri Early Childhood Director Credential was launched at the Early Childhood Summit in November 2008. The addition of a director credential is an important step for Missouri's early childhood professional development system. Criteria for the credential were developed by a bi-state committee and are based on the Kansas/Missouri Core Competencies for Early Childhood Professionals. These criteria will allow for credentials that can be reciprocal for both states. The pilot provided valuable information for refining the credentialing procedures and the work of the Commission.

The AEYC-MO Early Childhood Director Credential Commission met on May 23, 2009. Dana McMillan, AEYC-MO Vice President; Marcia Hildebrand, At-Large Board Member from the OAEYC Region; and Terri

Foulkes, OPEN Initiative serve as commissioners. They reviewed applications from eight directors that participated in the pilot program and awarded the Missouri Director Credential to three directors: Lea Parker, Michelle Trussell, and Polly Prendergast.

AEYC-MO continues to collaborate with leaders from state agencies in Missouri and Kansas to advance the development of reciprocal director credentials for both early childhood and youth development professionals. These efforts are facilitated by the Metropolitan Council for Early Learning (MECL) supported by a grant from Mid-America AEYC.

Work continues in Kansas to launch an early childhood credential through the Kansas Department of Health and Education (KDHE). The Bi-State Workgroup is currently developing a

co-marketing campaign and working with leaders from colleges and universities to develop criteria for approving a 9 credit-hour block of coursework in early childhood leadership and management. The Missouri School Age Director Credential was launched on November 16, 2009 and is issued by the Missouri School Age Community Coalition (MOSAC<sup>2</sup>).

AEYC-MO is currently receiving applications for the Missouri Early Childhood Director Credential. Applications are due by December 31, 2009 for consideration in the next credentialing cycle. More information regarding the Missouri Early Childhood Director Credential as well as the application packet, is available on the AEYC-MO website at [www.aeyc-mo.org](http://www.aeyc-mo.org) or you may contact the AEYC-MO office by phone at 877 296-2852 or by email at [info@aeyc-mo.org](mailto:info@aeyc-mo.org).

## 2009 Annual Public Policy Report

By Mary Spence, Public Policy Chair, AEYC-MO

2009 was a very active year for the public policy committee. In February, AEYC-MO sent a team of six early childhood advocates from across the state to Washington, D.C. for the annual NAEYC Public Policy Forum. The team spent an entire day in briefing sessions on the American Recovery and Reinvestment Act, the state of the federal budget, and the impact each would have on our nation's children. The following day was spent on Capitol Hill visiting with senators and congressmen.

Our delegates were strong advocates for securing and maintaining funds for Head Start, Early Head Start, the Child Care and Development Block grants, preschool special education grants and infant/toddler special education. Recently we learned that Missouri will be receiving over \$38,000 million for early childhood programs in federal stimulus dollars.

At the state level HB 387 and SB 4, two important pieces of legislation, designed to implement a voluntary Quality Rating System in Missouri were top priorities. Unfortunately, they did not pass this session. Funding levels for child care assistance were maintained at the current level of 127% FPL with a transitional benefit of up to 139% for fiscal year 2010 and 2011.

One of AEYC-MO's major efforts this year has been the leadership and planning of Child Advocacy Day. A new format was put into place for the 2009 event and was successful in spite of the weather. After much careful thought and discussion, the leadership committee has decided to

change the date for the 2010 event to April 7<sup>th</sup> instead of the usual January date. Weather conditions and safe travel for the participants were major factors contributing to this decision. It was also felt that we may have a more significant impact on pending legislation if we wait until later in the legislative session.

In lieu of our January event in Jefferson City, we will be offering advocacy training sessions across the state throughout the month of January, in order to prepare advocates for the April event. Local chapters will be helping to organize the trainings, and will be getting information out to members as it becomes available. This will be an opportunity to gain the necessary skills and understanding, for working effectively with your legislators. It is important to view advocacy as a year round effort and not just a one day event

Our job as child advocates is to educate legislators on the important issues that affect children and their families, so that they may make informed decisions when voting on legislation. Watch for information regarding training opportunities in your area. AEYC-MO will have dates, times, location, and registration information, posted on the website.

AEYC-MO is now represented on the advisory committee of the Kid's Count Data book, put out each year by the Citizens for Missouri's Children. We welcome this opportunity to partner with CMC in this effort.

For information regarding MO Child Care Stimulus funds go to:  
<http://dss.mo.gov/arra/ccdf/index.htm>.



Mary Spence (L)  
and Adele Robinson (R)

On Wednesday, March 18, 2009 AEYC-MO hosted Adele Robinson, NAEYC Associate Executive Director of Policy and Public Affairs, at the University of Missouri in Columbia. Adele presented info on the newly passed American Recovery and Reinvestment Act (ARRA), commonly referred to as the "stimulus package".

*Our job as child advocates is to educate legislators on the important issues that affect children and their families, so that they may make informed decisions when voting on legislation.*

## Strategic Plan Update 2008-2009

AEYC-MO is required to submit a Strategic Plan every three years to NAEYC. The current Strategic Plan covers 2007 – 2010. The objectives are reviewed and updated annually, and recently the Board has begun monthly updates to reflect the ongoing work that is being done around the state.

As you review a sample of objectives below you will see that your current AEYC-MO Board has proven to be hard working and effective. As we continue working to serve you, we welcome your input.

### **Objectives Accomplished**

- Develop a plan for diversifying revenue through :
  - ◆ annual conference
  - ◆ and merchandise for sale.
- Implement a continuous marketing effort to retain lapsing members.
- Participate in developing a Directors' Credential.
- Develop a media and legislative contact log.
- Create a Presidents' Council to promote understanding across local chapters and the state affiliate.

### **Ongoing Objectives**

- Develop a plan to coordinate professional development opportunities between the affiliate and the chapters.
- Establish and appoint an Accreditation and Program Improvement representative for each chapter and the AEYC-MO board.
- Develop criteria for a 9 credit hour block of coursework in Early Childhood and/or school age management and leadership.
- Encourage chapters to host legislative training locally.

## President's Council

In January 2008, the Presidents' Council was formed when Mike Abel convened a meeting of the Chapter Presidents to foster coordination between the AEYC chapters and the state affiliate. The Council has met 3 times and agrees it is worth the time to continue meeting.

### **The following Items have been discussed:**

- Strategic Plan for 2008-2010
- How to strengthen communication between chapters and the state affiliate
- Child Advocacy Day planning
- Directors' Credential development and pilot
- The Leadership Academy feasibility study
- Midwest Grant for student groups

### **Items that have been created after President Council's discussion:**

- Reporting form for chapters to share information with the state about professional development opportunities
- Public policy reporting forms

### **Work that will continue:**

- Planning for Child Advocacy Day
- Continuing updates on the Directors' Credential
- The Leadership Academy
- Timely updates from NAEYC
- Technical Assistance Plans to NAEYC

## Governance Committee Report for 2008-2009

By Loxie Stock, Governance Committee Chair AEYC-MO

The Governance Committee has presented several suggested Bylaw changes. These updates will allow for various electronic procedures, meet the expectations of NAEYC and improve the ongoing recruitment of board members. The suggested changes will be presented to the membership in the upcoming voting cycle for the annual elections in the spring of 2010.

The committee was pleased to recruit two nominees for the position of vice president for the spring 2009 elections, Dana Mc Millan and Rebecca Curtis and one nominee for the position of secretary.

Judy Estes was elected to serve a two year term as secretary. She recently completed a one year unexpired term in the same position.

Dana McMillan was re-elected to the position of Vice president She has worked tirelessly on the joint Head Start MO-AEYC conference committee.

The committee is working hard to recruit two candidates from different parts of the state to run for President-Elect in May 2010.

## 2008 Early Childhood Summit, “Shaping the Future”

By Dana McMillan, Vice President, AEYC-MO

AEYC – MO sponsored *Shaping the Future* Early Childhood Summit in partnership with Missouri Head Start Association (MHSA) on November 13-14, 2008 at the Holiday Inn Select Executive Conference Center in Columbia, MO.

The opening Keynote Presentation: Ready or Not: Leadership Choices in Early Care and Education was presented by author Dr. Stacie Goffin. Other sessions included topics on

language development, social issues, health and behavior.

The annual membership meeting was held at a luncheon on Thursday November 13. Dr. Peggy Pearl was honored for her distinguished career and service to professionals, children and families in Missouri. Dr. Pearl served as the AEYC – MO President from 1978 – 1980 and received the AEYC-MO Distinguished Service Award for Outstanding Advocate for Children in

1991.

Friday November 14’s Luncheon and Keynote Presentation was presented by Robert Meyer. His session on generational differences explored how each generation approaches their work.

Exhibitors from a wide-range of businesses and not-for-profit agencies attended the summit as a service to the participants.

## Membership Report

By Marcia Hildebrand, Membership Chair, AEYC-MO

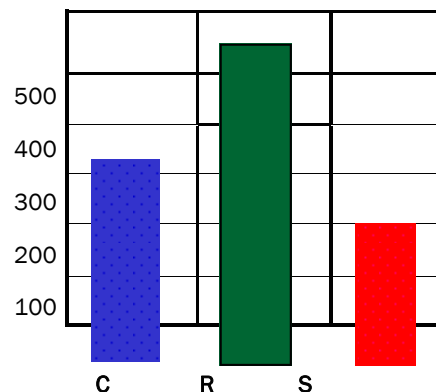
AEYC-MO would like to remind each member that there is a membership chair in each of the four affiliate chapters. They are: Evette Stillwell (Mid-America), Ashley Helms (Ozark), Kathy Wallace (Central), and Melanie Collins (Rivers Bend). This past year the chairs have continued their great effort contacting lapsed members and providing support and assistance to the general membership. NAEYC has also begun calling lapsed members, which we hope will greatly help the efforts of retention.

The committee reminds you to remember to make updates to your personal information at NAEYC when addresses, phone numbers and emails change so you continue to receive your full benefits of your Journal and email information from both NAEYC and AEYC-MO.

To make updates to your personal information you will first need your membership number:

- Log into the NAEYC website — [www.naeyc.org](http://www.naeyc.org)
- From the “Membership” link click “Log In ” and follow the prompts to the “Update Member Information”
- Click submit when finished

The membership committee is overseeing the Midwest AEYC Leadership Grant funds received this past year, with the intent of developing new student groups in each chapter. Several surveys are included in the process and funds will be provided to each chapter for organizing at least one event specific to college students in their area. Funds will also be provided to support students in attending the Leadership Summit IV in the St. Louis area on April 16-17, 2010



AEYC-MO Membership	
Aug 31, 2009 - 1272 members	
by Level	
Comprehensive.....	421
Regular.....	543
Student.....	299
Life Comp.....	8
Life Regular.....	1

FY08 Financial Report	
(9/1/08— 8/31/09)	
Data provided by Clarence Jett, CPA Columbia, MO	
<b>INCOME</b>	
Membership Dues	27,704.20
NAEYC Affiliate Council	525.00
NAEYC Fast Cash	2,500.00
KRT Leadership Fund	2,368.45
Early Childhood Summit	(-921.40)
Retail Sales	1,843.00
<b>TOTAL</b>	<b>34,019.25</b>
<b>EXPENSES</b>	
Administrative	4,785.77
Contract Services	20,999.01
Travel	4,353.26
Board of Directors	6,281.59
Committees	3,744.55
<b>TOTAL</b>	<b>40,164.18</b>

AEYC-MO Reserve fund	
	\$ 9,466.30
<b>Kathy Thornburg Scholarship Fund</b>	<b>\$ 49,112.43</b>

# Affiliate Council Annual Report to the Membership

By Mary Beth Mann, Affiliate Council Representative, AEYC-MO

I attended my last AEYC-MO State Board meeting recently in the role of Affiliate Council representative. These last six years have flown by, and I've come to appreciate the role of Affiliate Council representative. My level of understanding of the inner workings of NAEYC and the role that the state and local affiliates play has increased. Mary Stone, President of AEYC-MO, has appointed AEYC-MO past President, Mike Abel, as the next Affiliate Council representative. With Mike's many years of leadership in AEYC-MO, he is well equipped for this position. His appointment begins January 1, 2010.

The role of the Affiliate Council is to act as an advisory body to support the continuing transformation of the NAEYC affiliate structure as a high-performing, inclusive organization. The purpose of the Affiliate Council is to provide a forum for networking among affiliates nationally. The Council develops recommendations for the NAEYC board with particular focus on affiliate issues and those priorities that the NAEYC board names each year. A final purpose is to identify and develop a strong, inclusive leadership. Each state affiliate plus Puerto Rico and Europe is represented on the Council.

As AEYC-MO's representative to the Council, my primary job is to serve as a conduit of information from Affiliate membership to Council, from Council to Affiliate membership and from Affiliate Council to state and local boards in an effort to support the up-down-across communication process. On the second Tuesday of each month, affiliate council members, state affiliate presidents and senior staff are

invited to participate in a conference call to discuss items and receive updates on current NAEYC projects. Affiliate Relations also provides a twice-monthly e-news to the state affiliates as a further means of communication. This report is an effort to share just a few of this year's highlights from the national organization.

Some highlights of this past year are as follows:

- This reporting year began with the successful launch of the newly revised *Developmentally Appropriate Practice* book at the National Conference in Dallas where 1,000 newly printed copies quickly sold out. In January, the DAP was launched at the local level and that followed with new professional development media to accompany the 2009 revision of the DAP.
- NAEYC continues to place a focus upon attracting and supporting new and emerging leaders. The **Building a Lasting Legacy Campaign**, developed and funded in the last two years, addresses this effort and has awarded scholarships for members to attend the National Conference this year, last year and the Professional Development Institute held in Charlotte, NC in June. If your local affiliate has identified new and emerging leaders, I urge you to make application for these scholarships for professional development. In addition, monies from the Campaign will be used for leadership development, public policy initiatives, and affiliate

development. NAEYC has recently announced a *New Legacy Leaders Fellows Program* which will be initiated in the coming year.

- **Membership.** NAEYC currently has more customers (to its website and resources) than members based on survey results. The early childhood field has approximately 2 million in the workforce and only a fraction of those are members of NAEYC. Thus, after extensively surveying non-members, past and present members and following careful analysis of the data, NAEYC is beginning a new program in an effort to attract and keep members.

The E-Subscriber model is viewed as a pathway to membership and is scheduled to launch in November. It will cost \$25 of which \$5 will go to the state affiliate. The E-Subscriber is likely to be a person

- Who is interested in the information offered by NAEYC
- Possibly new to the ECE field
- Has limited disposable income
- May potentially become a member
- May be a lapsed member

The E-Subscriber will receive an electronic version of *Young Children or Teaching Young Children*, discounts on resources and conferences, but has no rights of membership.

## Affiliate Council Annual Report to the Membership (cont.)

- **Public Policy.** The Affiliate Council has recently approved a criteria to better support the affiliate network in their advocacy efforts. The approved criteria follows:
  - Create an emerging criteria category for future Roles and Functions reports.
  - Develop and support an emerging criterion requiring State Affiliates to develop and approve a member-vetted and board approved Public Policy Agenda.
- **Accreditation.** There are currently 2400 centers accredited in the new system, and 10,000 enrolled. Improvement in the IT system is coming to make the process all web based a part of which is TORCH, the on line resource center for accreditation.
- **College student and faculty issues.** Outreach to early childhood clubs at colleges and universities is being emphasized. A new toolkit

will be available thanks to the work of Dr. Bill Strader who provided consultations services to Affiliate Relations through this past year's TA plan. It will contain key strategies for connecting affiliates with college students and faculty.

- **Grants.** Innovation Grants will be available in January of 2010, replacing the former Value of Membership Grants. The Affiliate Council Executive Committee will review the proposed grant program, and the full Council will be informed at their November meeting. The grant's focus will be on true sustainable capacity building efforts.
- **Professional Development Institute in Phoenix, AZ.** NAEYC is accepting proposals for the June 6-9, 2010, National Institute for Early Childhood Professional Development--the proposal submission site is currently available. The theme of the 2010 Institute is Emotional Intelligence: A 21st Century Skill for Children and Adults. Emotions play

important roles in human development. They guide our behavior—and motivate us—from infancy through our adult lives. The early childhood field needs adults with the ability to understand and manage emotions, and to use emotions as a basis for enhancing thinking.

- The **Annual Conference** next year will be held in **Anaheim, CA November 3-6, 2010.**
- For more information about some of the initiatives outlined above, the website,

<http://www.naeyc.org/affiliates/forms>, has much information about the work of the Affiliate Council and the NAEYC Office of Affiliate Relations. For additional information regarding any part of this report, please do not hesitate to contact me [MaryBethMann @missouristate.edu](mailto:MaryBethMann@missouristate.edu).

Editors note: The AEYC-MO Board would like to thank Mary Beth for her 6 years of service.

## Midwest Council Report

By Kelly Hantak, MIDWEST Representative for AEYC-MO

The 2009 Leadership Summit hosted by the Wisconsin Early Childhood Association and Midwest AEYC was held May 1-2, 2009 in Milwaukee, Wisconsin. Cindy Imhauser, Administrative Assistant and myself attended both days.

Gaye Gronlund facilitated the training sessions with the topic being *Early Learning Standards and Staff Development: Best Practices in the Face of Change*. The training focused on the recent updates to Developmentally Appropriate Practice and strategies on implementing it in early childhood education program.

The 2010 Leadership Summit will be hosted by Midwest AEYC, AEYC-MO,

and Rivers Bend AEYC on April 16-17, 2010 at St. Charles Community College. Dr. Lilian Katz will be the featured speaker as she discusses *Changes in Early Childhood Education*. Additional breakout sessions will be available for attendees.

AEYC-MO received a \$1,500.00 grant from Midwest AEYC. The grant will allow AEYC-MO to survey student members and non-members across the state to determine future programs for students interested in joining NAEYC.



Funds from the grant will also be used to host a student "Meet and Greet" at the Midwest Leadership Summit IV being held at St. Charles Community College on April 16, 2010. It will provide an opportunity for students attending the Summit to meet leaders from the local Chapters as well as AEYC-MO and Midwest AEYC.

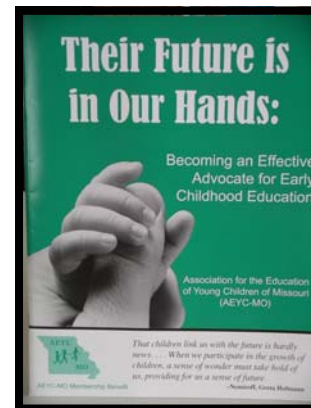
Midwest AEYC now has a website at [www.midwest-aeyc.org](http://www.midwest-aeyc.org).

# AEYC-MO Advocacy Handbook

## *Their Future is in Our Hands: Becoming an Effective Advocate for Early Childhood Education*

This book is a brilliant introduction to the legislative process in Missouri, and is a must-read for every advocate who seeks a fully-funded early childhood system in our state. Edited by Michelle Mathews and Denise Mauzy and dedicated to Dr. Kathy R. Thornburg and Dr. Peggy Pearl, this is the only guide specific to early childhood advocacy in Missouri.

Books can be purchased online through the AEYC-MO website <http://www.aeyc-mo.org>, in the “shop” section. Books sell for \$10.00 each plus \$3.00 shipping and handling.



## AEYC-MO Tees and Hooded Sweatshirts on SALE

Some of each of these items are now located in each chapter with the state representative, as well as on the AEYC-MO website. [www.aeyc-mo.org](http://www.aeyc-mo.org)



Tees with the AEYC-MO logo come in two colors, teal or green and are on sale for \$5.00 each plus postage if applicable



Hoodies are light blue or gray and are on sale for \$10.00 plus postage if applicable. Call 877 296-2852 to locate yours today !!

## AEYC-MO Board of Directors 2009-2010

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Mary Stone  
Community Partnership of the Ozarks  
Springfield, MO

### Past President

Mike Abel  
UMKC Institute for Human Dev  
Kansas City, MO

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McMillan/Jacob Consulting  
Fairway, KS

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Parkville, MO

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Columbia, MO

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Loxie Stock  
Kansas City School District-Head  
Start  
Kansas City, MO

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Kathy Wallace  
Educare-Boone County  
Columbia, MO

### Mid-America AEYC Representative

Sam Schissler  
US Toy /Constructive Playthings  
Grandview, MO

### Ozark AEYC Representative

Kim Roam  
Missouri State University  
Springfield, MO

### Rivers Bend AEYC Representative

Linda Estes  
St. Charles Community College  
St. Peters, MO

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Janice Lundquist  
Educare-Boone County  
Columbia, MO

### Mid America Member At-Large

Asiya Foster-Nelson  
The Family Conservancy  
Kansas City, KS

### Ozark Member At-Large

Marcia Hildebrand  
Educare-Community Partnerships  
of the Ozarks  
Ozark, MO

### Rivers Bend Member At-Large

Amy Freshwater  
Southeast Missouri State University  
Cape Girardeau, MO

### Public Policy Co-chair

Mary Spence  
Kansas City, MO

### NAEYC Affiliate Council

Mary Beth Mann  
Early Childhood & Family  
Development-MSU  
Springfield, MO

### Midwest Representative

Kelly Hantak  
United Services  
Dardenne Prairie, MO

### Executive Assistant

Cindy Imhauser  
Kansas City, MO