



# Annual Report

## 2009-2010

Fall 2010

### Association for the Education of Young Children of Missouri

#### From the President...

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In her first "Face-to-Face" column of *Young Children*, Jerlean Daniels, the new NAEYC Executive Director wrote of her desire to fashion NAEYC to meet the needs of the membership. This philosophy is personalized as "my NAEYC." Ms. Daniels includes keeping informed and involved as two opportunities that NAEYC provides to support your professional development and your ownership of your NAEYC membership. As President of the AEYC-MO Board of Directors, I value the Executive Director's commitment to ensuring that NAEYC supports the needs of its membership.

At the state level we also are committed to supporting your ownership of this organization. As I walk through this past year of 2009 – 2010 allow me to highlight the contributions made by many and invite you to join us. I encourage you to "own your AEYC-MO" membership. Let the Board know how AEYC-MO can meet your needs and join us in making it happen. Your contributions to AEYC-MO will strengthen all of us.

For AEYC- MO, 2009 – 2010 has been characterized by an attitude of responsiveness. When offered the opportunity to co-host the Midwest Conference with Rivers Bend AEYC and Midwest AEYC, the AEYC-MO Board responded with enthusiasm.



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

On March 16 - 17, 2010, Dr. Lillian Katz and many local trainers added to the professional development of over 200 early childhood personnel. Kudos to the planning committee for organizing a top notch local conference that included a model of student involvement. This model has been presented at the NAEYC national convention for duplication to other state affiliates. This conference allowed many student members to "own" their involvement in AEYC-MO.

NAEYC offers annual technical assistance to state and local affiliates. When presented with a new option for 2009 - 2010, the AEYC-MO Board requested technical assistance centered

## President's Perspective (cont.)

*...we can help*

*you*

*find a way*

*to make*

**AEYC-MO**

***"MY AEYC-MO."***

on the development of a student initiative. NAEYC Affiliate Representative Gwen Simmons spent a day with the Board in May, providing a deeper understanding of how to structure affiliates and student clubs. I was also able to consult with Dr. Bill Strader, a NAEYC expert on student involvement. With this new knowledge, the Board wrote for a Midwest Leadership Grant to launch a student initiative. The grant was awarded and our state wide student initiative now offers excellent opportunities to mentor students. Perhaps this is an opportunity for you to contribute your talents.

Each year the Board is tasked with creating a balanced budget. This year offered strong challenges as the main revenue is derived from membership fees. Nationally, membership has been declining for the past two years. The board responded with a determination to reduce expenditures, create alternative revenue sources, and still maintain a high value for membership. The Board continues to consider the pros and cons of website advertisements, fee based training, and adding merchandise for sale.

We did choose to participate in the NAEYC Summer Lapsed Membership Campaign. This first time project was a success as 23 former members renewed their membership. We welcome them back and look forward to their involvement.

As a recognized leader in early childhood, AEYC-MO was invited to be part of many state initiatives. Several board members served on committees that developed criteria for the Missouri – Kansas Directors' Credential, the revision of the Bi-State Core Competencies, the designing of the trainers' approval process, and the development of criteria for training approval. We were glad to participate in the Conference of the Young Years as a vendor and presenters.

These collaborations have strengthened our organization and we look forward to future involvement. AEYC-MO also adopted a new Public Policy Program and Annual Agenda this past year. It may be reviewed on our website. Additionally we were awarded the distinction of being a Missouri recognized professional development organization. Come join us in any one of these projects, we can help you find a way to make AEYC-MO "my AEYC-MO."

Editors Note:

Jerlean Daniel's entire column can be found at:

<http://www.naeyc.org/files/naeyc/file/Voices/JerleanDanielMYNAEYC.pdf>

## 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.*

## 2010 Child Advocacy Day

By Mary Spence, Public Policy Chair, AEYC-MO

On April 7<sup>th</sup> almost 400 advocates gathered in Jefferson City for the 28<sup>th</sup> annual Child Advocacy Day. It was a beautiful spring day (despite a few showers), with color blooming all around the Capitol. Advocates began the morning with a legislative briefing and then marched on the capitol prior to visiting their Senators.

Although it was not always easy to locate all the senators, due to the important budget debates that were taking place, we all persevered and many were successful delivering their message. It was most important to stress that the state budget should not be balanced on the backs of children and families. We cannot cut our way out of this financial

crisis. New ways of increasing revenue have to be found. Budget cuts impact the ability of our families to thrive, reduce our children's future opportunities for success, and diminish the foundation on which a strong economy can grow.

The afternoon began with a Rally in the Capitol Rotunda led by Dr. Carol Scott. Speakers included Director Margaret Donnelly, from the Department of Health and Senior Services, who spoke on behalf of Governor Jay Nixon. Director Donnelly has served the state of Missouri for many years, in many different capacities, and as always stood for the needs of children and families. Representative Paul LeVota, House Minority Leader, Senator Charlie Shields, President Pro

Tem of the Senate, Senator Yvonne Wilson, and Senator Jolie Justus all spoke and rallied the crowd on behalf of the children of Missouri.

Training sessions continued in the afternoon covering topics such as Autism, Strengthening Families, the Missouri Budget, and Children's Healthcare. There were also opportunities to visit with State Representatives. The timing of the event was such that we were able to save some cuts to child care in the state budget. The 2011 event is scheduled for March 31st. Stay tuned to the AEYC-MO and the Child Advocacy Day websites for further updates.

YOU CAN MAKE A DIFFERENCE!!!

## Midwest Council Report

By Kelly Hantak, MIDWEST Representative for AEYC-MO

The Midwest AEYC Leadership Summit IV was jointly hosted by the Association of Young Children-Missouri (AEYC-MO), Rivers Bend Association for the Education of Young Children (RBAEYC), and Midwest Association for the Education of Young Children (AEYC) on April 16, 2010 at St. Charles Community College. Many Board representatives from the State Affiliate as well as all four local Chapter Affiliates were in attendance.

Lilian Katz was the featured speaker and discussed the topic of *Changes in Early Childhood Education*. She provided a comprehensive look at how the field of Early Childhood Education has evolved over time based upon her many years of experience and

research. Dr. Katz also attended a student "Meet and Greet" reception in the evening. College and University students who attended the Leadership Summit IV were invited to spend a few hours with Dr. Katz as well as leaders from AEYC-MO, RBAEYC, and Midwest AEYC. Funds for the event were provided through the 2010 Midwest AEYC grant.

AEYC-MO has applied and been awarded funds from Midwest AEYC to continue the organization's focus on student NAEYC members and leadership skills. A student membership survey was also conducted.

Information regarding Midwest AEYC and State members can be found at [www.midwest-aeyc.org](http://www.midwest-aeyc.org).



Dr. Lilian Katz

## Strategic Plan Update 2009-2010

By Mary Stone, President

### Affiliate Strategic Plans for 2010 Suspended Temporarily

Traditionally, AEYC-MO submits a Strategic Plan for a three year period to NAEYC. This process has enabled the Board to coordinate their efforts around governance, organizational development, business practices, membership and programs and services. This fiscal year the NAEYC Affiliate Relations office suspended the requirement for affiliates to submit a strategic plan. Their focus is now on evaluating the current system and considering other strategic planning approaches with the assistance of an outside consultant. This process is a healthy way to strengthen operating procedures and develop strategies for growth.

The AEYC-MO Board continued their work with developing a strategic plan for our use until the new requirements are revealed. The Board participates in monthly updates to reflect the current work of the organization. As you review the sample of accomplished objectives below you will see that your AEYC-MO Board continues to work hard to serve you. Your input is welcome.

#### Objectives Accomplished

- Develop a plan for diversifying revenue
  - Merchandise for sell
  - Annual conference
  - Exploring website advertising
  - Implement a continuous marketing effort to retain lapsing members
- Participate in the NAEYC Lapsed Member Campaign
- Maintain and market the Directors' Credential
  - Developed and launched criteria for a 9 credit hour block of coursework in Early Childhood and/or school age management and leadership
- Develop a media and legislative contact log
- Update the Public Policy Platform
- Create and fill the Accreditation and Program

Improvement position on the AEYC-MO Board

- Create and launch the Student Initiative to increase student membership

#### Ongoing Objectives

- Create an active state Program and Services Committee
- Reinstate the Presidents' Council
- Through the Student Initiative contact all EC faculty in the state
- Continue a feasibility study for establishing a Leadership Academy
- Collaborate with organizations to develop a School-Age Director's Credential

## Governance Committee Report for 2009-2010

By Lynda Snuffer, Governance Committee Chair AEYC-MO

In closing this year I would like to bring to mind some of the accomplishments Loxie was able to achieve before leaving her position this summer. Four Bylaw Changes were made during 2010. The changes are highlighted below:

- ◆ Article IV Members ~ Section 4.5 was updated so that we can now use **mail, fax, telephone or other means of electronic communication** when informing members of our Annual Meeting.
- ◆ Article V Governing Body ~ Section 5.3, F was updated by making two changes for appointed positions. **Student Representative (s), Program Quality: Outreach, Support, and Accreditation Chair.**
- ◆ Article VII Nominations and Election ~ Section 7.1 Governance committee appointment

**The president will appoint the Governance committee chair. The governing board shall elect the four (4) Members of the committee. The Governance committee members shall serve for two years. The chair and two members seated in even years and the other two members seated in odd years. The committee may be composed of board and non-board members in accordance with the Association bylaws and policies.**

- ◆ Article XIII Amendments ~ (1) .....shall be sent by **mail, fax, telephone, or other means of electronic communication** to the membership at least thirty (30) days prior to the date of the ....approval of the members through a mail vote...

## 2010 Midwest Leadership Summit IV

By Kelly Hantak, Midwest AEYC Representative

The Midwest AEYC Board of Directors would like to say THANK YOU to AEYC-MO, Rivers Bend AEYC, and St. Charles Community College for making this year's Midwest Leadership Summit a great success!

The AEYC-MO Planning Committee including Mary Stone, Marcia Hildebrand, Sam Schissler, and Dana McMillan literally drove from all corners of Missouri to attend the event. The hard work and hours of dedication provided by the Rivers

Bend AEYC Spring Curriculum Conference Committee comprised of Nancy Dees, Kathy Drews, Dr. Linda Estes, Tracey Stanton, and Cindy Imhauser allowed for smooth transitions from session to session and their work is greatly appreciated.

The student reception that was held on Friday evening was planned and facilitated by Amanda Alvarez from the University of Missouri-St. Louis, Melinda Emge from Lindenwood University, and Jami Swidell from Missouri State University. Their

thoughts, ideas, and feedback helped to make the evening a unique networking opportunity for many students.

A huge thank you goes out to all of the AEYC-MO and RBAEYC Board members who assisted with all the various tasks associated with running such a conference; including organization, registration, lunches, manning booths, selling books and raffle tickets, and pitching in wherever help was needed. It was a great collaborative effort!!

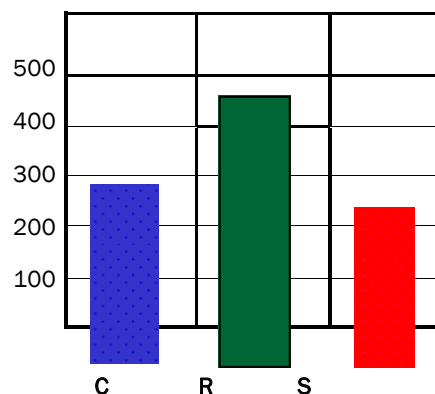
## Membership Report

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. Cheryl Smith (Mid-America), Ashley Johns (Ozarks), Kathy Wallace (Central), Melinda Emge and Amanda Alvarez (Rivers Bend).

This past year the chairs have continued their great effort contacting lapsed members and providing support and assistance to general membership. NAEYC called lapsed members over the summer which resulted in 22 members renewing membership.

- Ozarks – 1
- Mid-America - 2
- Central- 3
- Rivers Bend – 16



The Committee reminds you to make updates to your personal information at NAEYC when addresses, phone numbers, and emails changes, so you continue to receive your full benefits of your Journal and email information from NAEYC, AEYC-MO and your local affiliate.

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

Log into 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

### AEYC-MO Membership Aug 31, 2010 – 1084 members by Level

Comprehensive.....	381
Regular.....	473
Student.....	222
Life Comp.....	7
Life Regular.....	1

### FY09 Financial Report

(9/1/09— 8/31/10)

Data provided by Clarence Jett, CPA  
Columbia, MO

INCOME	
Membership Dues	23,915.60
NAEYC Affiliate Council	1,025.00
Director's Credential	1,000.00
Midwest Conference	8,177.67
Retail Sales	3,990.00
Donations	50.28
<b>TOTAL</b>	<b>38,158.55</b>
EXPENSES	
Administrative	3,809.95
Contract Services	21,676.68
Travel	4,077.83
Board of Directors	3,247.20
Committees	7,993.66
<b>TOTAL</b>	<b>40,805.32</b>

### AEYC-MO Reserve fund

	\$ 3,725.05
<b>Kathy Thornburg Scholarship Fund</b>	<b>\$ 61,714.50</b>

## Affiliate Council Annual Report to the Membership

By Mike Abel, Affiliate Council Representative, AEYC-MO

The Affiliate Council acts as an advisory body to support the continuing transformation of the NAEYC affiliate structure as a high-performing, inclusive organization. It provides a forum for networking among affiliates, develop recommendations for NAEYC board with particular focus on affiliate issues, and identify and develop a strong, inclusive leadership. Missouri was represented at two Affiliate Council Meetings in FY 2010. The Council met in Washington, D.C. on Nov. 21, 2009 and in Phoenix on June 5, 2010.

The Affiliate Council had several accomplishments during this year. It

formed a new standing committee, the Affiliate Criteria Review Committee, to examine the criteria for being recognized as an AEYC affiliate. Council leaders began revision of the Affiliate Council Policy Manual. A Technical Assistance Grant Review Task Force began to examine the current Technical Assistance plan for relevance and value.

NAEYC awarded \$5,000 Innovation grants to five affiliates in 2010. AEYC-MO submitted an Innovation Grant proposal, but it was not funded. The Affiliate proposed to develop an evidence-based membership engagement project designed to build

membership capacity and study the needs and interests of current and potential members. Activities of the proposal included conducting a research study; constructing a sociogram of the relationships among chapter board members and colleagues in the field; conducting site visits in each chapter regions to plan and implement outreach activities; and hosting a summit to launch and implement the outreach program.

The AEYC-MO Board considered moving forward with some of these activities even without the funding. AEYC-MO plans to prepare an Innovations Grant proposal for 2011.

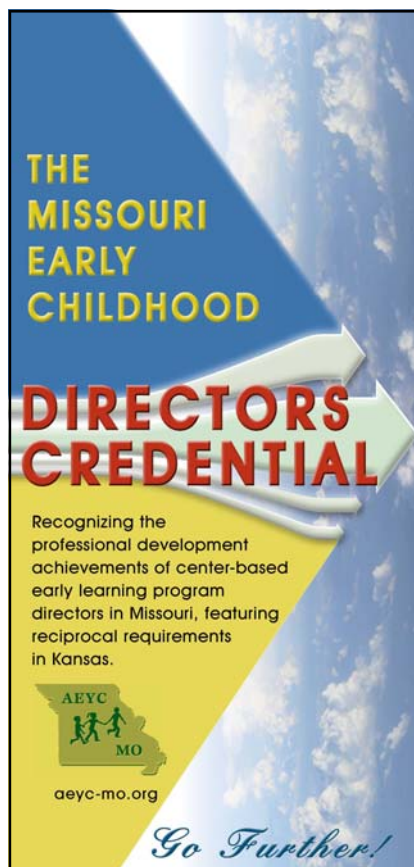
## Director's Credential

By Mike Abel, AEYC-MO Director's Credential Committee Chair

The implementation of the Missouri Early Childhood Director Credential continued during FY 2010 largely through the Bi-State Director Credential Committee facilitated by the Metropolitan Council on Early Learning. A brand was developed that could be used for the Director Credentials in both Kansas and Missouri that reflected the reciprocity between the two state and the credentialing organizations; AEYC-MO and KAEYC. Marketing materials were developed and distributed to early childhood program directors in both states. AEYC-MO also promoted the Director Credential at the Conference on the Young Years in March 2010.

In December 2009, a Bi-State Directors Credential Meeting was held in Kansas City with 27 representatives from higher education institutions and other stakeholders. The purpose of the

meeting was to identify criteria for an approved 9-credit hour block of coursework in early childhood leadership and management as an alternative pathway for meeting credential requirements. The group reviewed the results from a survey of early childhood leadership and management courses offered at 2- and 4-year colleges in Kansas and Missouri. In partnership with both credentialing agencies, the group decided to develop an application form that would be submitted by higher education institutions seeking to have a 9-credit hour block of coursework approved as an alternative pathway. The application form aligns course offerings with the Kansas/Missouri Bi-State Core Competencies for Early Childhood Professionals. Since these competencies were under revision, the Bi-State Committee chose to hold on issuing the application form until the revised competencies were finalized.



## KRT Leadership Scholarship Recipient

The Kathy R. Thornburg Leadership Fund was established in 2004, by AEYC-MO to recognize Dr. Kathy R. Thornburg's contribution to the early childhood field, AEYC-MO, and specifically her dedication to supporting and developing new leaders. During the past 45 years, Dr. Thornburg has served in various leadership roles in early childhood education at the state and national levels.

Her services include being a professor of the Human Development and Family Studies Department at the University of Missouri where she directed the Child Development Laboratory, serving as the Public Policy Co-Chair for AEYC – MO and serving as President for the National Association for the Education of Young Children (NAEYC). In 1997 she established the Center for Family Policy & Research at the University of Missouri, where she continues as the Director.

The intent of the Kathy R. Thornburg Leadership Fund is to support AEYC-MO's new and emerging leaders' attendance at conferences to further develop their leadership skills. Additionally, recipients are required to work with a mentor to support their professional development.

This year's recipient, Jami Swindell, is the fourth recipient of the KRT Scholarship award of \$500.00. Jami selected Kim Roam as her mentor for the year long process, and already shows great promise as a new leader in the field. Jami currently teaches in the Infant Toddler room at the newly opened Bright Horizons at Washington University Family Learning Center in St. Louis. She recently completed her masters degree in Early Childhood Education and currently serves on the Rivers Bend AEYC Board as a member at-large. She helped organize the student reception for the Midwest Leadership Summit IV last April, and was one of the panelist at the AEYC-MO "Growing Missouri's Leaders" Conference this past October.

Jami attended this year's NAEYC Conference in California where she was a presenter on two different topics. In one session she co-presented with Dr. Bill Strader and addressed college and university early childhood student groups with a focus on leadership opportunities. In addition she did a solo presentation on building quality relationships in continuous care classrooms.

Jami is a prime example of the up and coming student leaders of today, and we congratulate her and wish her well !!



**Dr. Kathy Thornburg**



**Jami Swindell**

## Student Initiative

By Mary Stone, President

Revitalized energy - that is what Dr. Bill Strader distributes in mass quantities. AEYC-MO was fortunate to be a part of a technical assistance project with Dr. Strader, a representative of NAEYC this past year. The focus of his energy and this project is the Student Initiative.

After completion of the technical assistance program we were able to launch the Missouri Student Initiative. We were awarded a second grant from Midwest AEYC to help support our efforts.

The initiative was kicked off October 30, 2010 with a one day leadership training in Columbia. The 50 attendees were treated to

presentations from Stan Masters on business principals, Mike Abel on supporting self efficacy in staff, and a panel discussion focused on developing the student leader.

The work continues as we reach out to Early Childhood students, faculty, and clubs on the higher education campuses across the state. We have identified contact people and will be approaching them with a survey to assess their needs in supporting students. Students are our greatest resource for the next generation of leaders. It makes sense to include their perspective on our local and state boards. We have much to learn from our students.



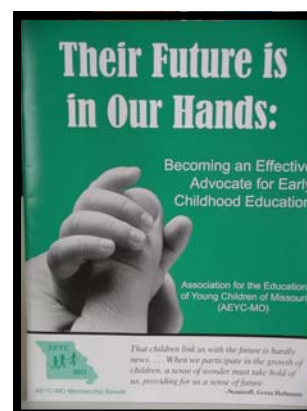
**Dr. Bill Strader**

# 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

Limited quantities of T-shirts in teal and green, with the AEYC-MO logo are still available on the AEYC-MO website.

[www.aeyc-mo.org](http://www.aeyc-mo.org)



The tees are on sale for \$5.00 each and the hoodies sell for \$10.00 each plus postage.



## AEYC-MO Board of Directors 2009-2010

### President

Mary Stone  
Community Partnership of the Ozarks  
Springfield, MO

### President Elect

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

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Dana McMillan  
McMillan/Jacob Consulting  
Fairway, KS

### Secretary

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### Treasurer

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Center for Family Policy and Research  
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### Central AEYC Representative

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

### Central AEYC Member At-Large

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 Partnership of  
the Ozarks  
Ozark, MO

### Rivers Bend Member At-Large

Janice Jones  
Cape Gurardeau, MO

### Public Policy Co-Chairs

Mary Spence  
Kansas City, MO  
and  
Becky Rentchler  
Columbia, MO

### NAEYC Affiliate Council

Mike Abel  
UMKC Institute for Human Dev  
Kansas City, MO

### Midwest Representative

Kelly Hantak  
United Services  
Dardenne Prairie, MO

### Executive Assistant

Cindy Imhauser  
Kansas City, MO