



2013-2014

# ANNUAL REPORT

## INTRODUCTION

This Annual Report is prepared for the benefit of members to report on the programs, activities and financial condition of the organization. While the detail about programs, activities and financial condition represent a look back at the past fiscal year, the other components of the Annual Report provide a look to the future. As a result, the Board of Directors and Strategic Initiatives represent that look to the future by providing members with the most up-to-date information about the organization and its goals for the future.

## VISION

CAEYC envisions a respected professional workforce providing developmentally-appropriate and culturally-sensitive, high quality early care and education for all young children achieved through research, education, professional development and advocacy.

## MISSION

CAEYC is dedicated to advancing excellence throughout the early care and education profession.

## ORGANIZATIONAL OVERVIEW AND HISTORY

The California Association for the Education of Young Children (CAEYC) is the largest member organization in California devoted exclusively to promoting excellence in the education of children from birth to age eight. CAEYC's goal is to advocate for the rights and needs of children and their families, and to support our members as early care and education (ECE) professionals.

CAEYC began as a small, but strong, group of nursery and school professionals who met for the first time in 1926. They gathered to share and disseminate information, provide support for the emerging child care profession, and to affect all aspects of public policy related to children. The leaders at that time began organizing statewide conferences in 1948, and formally became a state association in 1953. In 1966, the organization was renamed the California Association for the Education of Young Children to reflect its affiliation with the National Association for the Education of Young Children (NAEYC).

CAEYC has seen tremendous growth in the past 50 years. Today, the organization is strong and committed to its mission. It joins more than 450 other affiliates nationwide to improve professional practices and working conditions, to provide regular programming for the benefit of its members, and to build public support for high-quality early care and education nationwide. Programs of CAEYC are designed to keep members up-to-date on emerging trends, provide professional development and leadership development opportunities, and to increase the professional standards of early care and education providers and educators.

## WE BELIEVE

- That quality early care and education in the lives of young children enables them to reach their full potential
- That appropriate systems of early care and education are an indispensable part of a community's infrastructure
- That a well-informed community will advocate for the resources necessary to improve the quality of life for children
- That quality early care and education is provided by well-trained professionals who understand a child's developmental needs and who possess the competencies necessary to reach their potential
- That quality early care and education is the result of lifelong learning where theory, standards, and practice are shared routinely and openly among professionals, government and public officials and parents.
- In valuing the diversity that exists within our profession
- In building positive partnerships with organizations that share our principles and seek to ensure that appropriate systems are in place to serve young children and their families.
- That quality early care and education is provided by professionals who respect and understand the emotional, physical, social and cognitive needs of young children and their families.
- That our ability to effect positive change in the profession occurs when we join together with partner organizations and individuals in creating a unified voice for children.



# STRATEGIC INITIATIVES

## BUILD FISCAL SUSTAINABILITY

- Generate Income through memberships and other earned income sources
- Build Non-Traditional Audience Participation
- Develop Grants Program
- Effective, efficient spending and spending controls

## BUILD A STRONG, UNIFIED VOICE FOR CAEYC AS LEADING ADVOCACY ORGANIZATION

- Increase effective communication between CAEYC and Affiliates
- Use regular activities to “Educate, Inspire, Mentor” others
- Consider paid and intern positions to focus on public policy issues
- Strengthen partnerships with other advocacy organizations
- Outreach to community
- Intentionally listen to affiliates and members and their passion to help build our “Voice”

## INCREASE PARTICIPATION AND EFFECTIVE COMMUNICATION (USING PEOPLE AND TECHNOLOGY) AT ALL LEVELS

- Identify communication processes and gaps
- Strengthen the expectation and support for all levels to disseminate information
- Clarify and support roles and responsibilities among all levels individually, then collectively
- Utilize various tools and methods of communication
- Establish a task force to review and recommend strategies for effective participation and communication

## BUILD STAKEHOLDER AND PARTNER RELATIONSHIPS

- Identify Stakeholders and Partners
- Develop methods of engagement of these organizations
- Cross-collaborate with partners
- Put plans into action through regular engagement
- Leverage resources

## CREATE EFFICIENT AND EFFECTIVE GOVERNANCE STRUCTURE

- Review Bylaws and propose amendments for Board and Membership approval
- Align budget with priorities and needs of the organization, affiliates and members
- Provide leadership training through outreach to affiliates leadership
- Improve communication and buy In – through all layers of the organization
- Research options for developing Public Policy internship program
- Encourage leaders to feed vision and mentor members, and develop new leaders

## LEADERSHIP

CAEYC is led by a statewide, volunteer Board of Directors and a dedicated staff located in Folsom, CA. The Board and staff meet regularly throughout the year. Officers of the Board are nominated and elected by the membership, and serve two-year terms. Committee chairmen are nominated by the Board President, and approved by the Board of Directors, and also serve two-year terms. Region Representatives are nominated and approved by the affiliates in each region, and confirmed by the Board of Directors.

## 2014/2015 BOARD OF DIRECTORS

### EXECUTIVE OFFICERS

Cary Larson McKay, President-Elect  
Michael Fritzen, Vice President  
Carolyn Sanders, Secretary  
Lisa Wilkin, Treasurer  
Adria Taha-Resnick, Member-at-Large  
Catherine A. Taylor, Executive Director

### COMMITTEE CHAIRMEN

Gloria Davis, Accreditation  
Katy Kenshur, Family Child Care  
Greg Robitaille, Diversity in Action  
Cindy Santa Cruz-Reed, Center for Social Change  
Jacque Sell, Professional Development  
Joyce Stone, Public Policy  
Kathy Thompson, Conference  
Greg Uba, Men in Child Care

### REGION REPRESENTATIVES

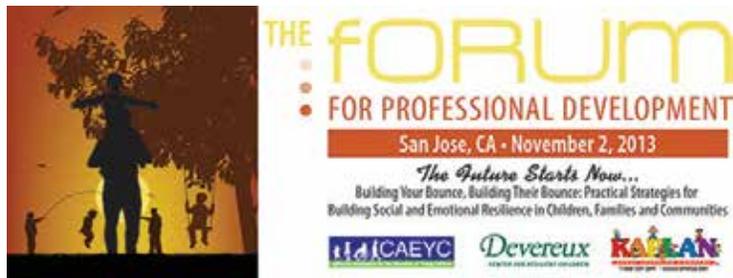
Jean Goulart, Region 1  
Conan McKay, Region 1  
Patrick Romero, Region 2  
Arleen Uryu, Region 2  
Eileen McCourt, Region 3  
Heidi Thumlert, Region 3  
Terri Leeburn Allison, Region 4  
Bridget O'Malley, Region 4  
Frances Chasen, Region 5  
Carol Hiestand, Region 5  
Chantal Lamourelle, Region 6  
Vacant, Region 6

### STAFF

Catherine Taylor, Executive Director  
Deidre Bryant, Director of Professional Development  
Michele Holcomb, Membership & Marketing  
Lynn Ronsse, Administrative Assistant  
CAEYC staff is supported by a team at the Association Resource Center who provide day-to-day operations, accounting, business management, advocacy, strategic direction, graphic design, information technology, website management and administration.

# ACTIVITIES AND PROGRAMS 2013-2014

**CAEYC Public Policy Committee** continued their work in advocacy, encouraged the participation of our local affiliates and members statewide. In January, the committee undertook a survey of the membership to inform CAEYC's public policy work and identify issue topics of significant concern to the members. The resulting data is being used to further guide the public policy work we do for children and families.



## CAEYC's 2013 Forum for Professional Development focused on "The Future Starts Now... Building Your Bounce, Building Their Bounce: Practical Strategies for Building Social and Emotional Resilience in Children, Families and Communities"

Attendees enjoyed CAEYC's one-day educational experience on Building Resiliency with expert presenters Keith Pentz, Linda Likins and Mary Mackrain at the San Jose Fairmont Hotel on Saturday, November 2, 2013. The presenters took us on a journey of how to build resiliency for ourselves, the children and the families that we serve. With generous sponsorship from Kaplan Early Learning Company, Devereux Center for Resilient Children more than 80 attendees enjoyed a day of educational experience and networking.

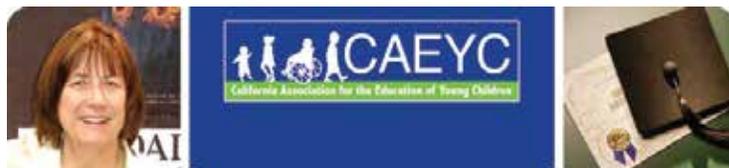


The **2014 CAEYC Leadership Day and Annual Conference and Expo** was held April 3-5 in Pasadena, California and provided education, networking and professional development to nearly 3,000 attendees. More than 120 workshops were offered along with two keynote presentations, an expo hall, and a number of special tours and social events.

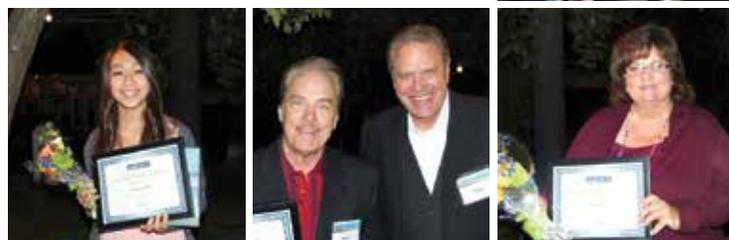
Community support is important to CAEYC and we were honored to support and work with the **Mother's Club Family Learning Center**. CAEYC, attendees and exhibitors joined together via donations to support their role in helping families and their young children.



The **CAEYC Membership Committee** continued their work in spreading the word about the benefits of being a member of NAEYC and CAEYC. This year they made a concerted effort to engage with members and nonmember attendees at the 2014 Annual Conference & Expo by setting up a photobooth in the Expo Hall and conducting a member survey.



In addition, the Membership Committee hosted the **1st Annual Honor an Early Childhood Educator Reception in honor of Chris Lamm**, which took place at the beautiful Kidspace Children's Museum with more than 120 people in attendance. CAEYC recognized 15 outstanding ECE educators who made a difference in the lives of children and their families. Proceeds raised from the Honor an Early Childhood Educator fundraiser directly support NAEYC/CAEYC membership scholarships for students studying ECE or other qualifying related field. CAEYC raised \$1,300 and gave away 26 CAEYC/NAEYC student membership scholarships.



# ACTIVITIES AND PROGRAMS 2013-2014 (CONTINUED)



Members of CAEYC also enjoyed support through our **Awards and Grants program**. Given annually, CAEYC provided assistance to members so that they may grow, pursue higher education and professional development as they continue their work in the early care and education profession.



CAEYC continued our regional visit program to provide local affiliate leadership and development for each of our six regions. Where requested, CAEYC offered governance and leadership training for local affiliate leaders both at statewide events and in the Region.



CAEYC continues to use social media as a way to engage members and nonmembers in communication and conversation. Our Facebook and Twitter pages continue to be vibrant communities where like minds share and post updates.

**Connections**, the official journal of CAEYC, is a successful membership benefit that focuses on the hot topics of interest to those in the field.



CAEYC continued **eConnections**, the association's e-newsletter, to keep members apprised of current trends and opportunities.



# FINANCIALS

## YEAR END 2013-14 FISCAL YEAR

BALANCE SHEET—JUNE 30, 2014

### ASSETS

#### ASSETS

Cash – All Accounts	282,485	
Petty Cash	200	
Prepaid Expenses	<u>500</u>	
<b>Total Assets</b>		<b>\$283,185</b>

#### FIXED ASSETS

Equipment	0	
Accumulated Depreciation	0	
Furniture and Equipment Sale	<u>0</u>	
<b>Total Fixed Assets</b>		<b>\$0</b>
<b>Total Assets</b>		<b>\$283,185</b>

### LIABILITIES

#### LIABILITY

Accounts Payable	9,287	
Deferred Income	<u>22,915</u>	
<b>Total Liabilities</b>		<b>\$32,202</b>

#### LONG-TERM LIABILITIES

Outstanding Loan	125,000	
Outstanding Lease	55,029	
Deferred Income	<u>0</u>	
<b>Total Long-Term Liabilities</b>		<b>\$180,030</b>
<b>Total Liabilities</b>		<b>\$212,232</b>

#### EQUITY

Retained Earnings	73,486	
Retained Earnings-Current Year	52,467	
Board Designated Reserve	<u>-55,000</u>	
<b>Total Equity</b>		<b>\$70,954</b>
<b>Total Liability &amp; Equity</b>		<b>\$283,185</b>

# MEMBERSHIP

CAEYC serves early care and education professionals within the State of California. At the conclusion of the 13/14 Fiscal Year, CAEYC had a membership of 5,463. Membership provides an individual with affiliation and benefits from NAEYC, CAEYC and one of 28 local affiliate AEYC organizations:

- Arrowhead AEYC
- Beach Cities AEYC
- California Cascade AEYC
- Central California AEYC
- Central Coast AEYC
- Central Valley AEYC
- Contra Costa AEYC
- East Bay AEYC
- Foothill AEYC
- Gold Country AEYC
- Humboldt AEYC
- Kern AEYC
- Los Angeles Metropolitan AEYC
- Marin AEYC
- Mendocino Coast AEYC
- Orange County AEYC
- Peninsula AEYC
- Redwood Empire AEYC
- Sacramento Valley AEYC
- San Diego AEYC
- Pacific Coast AEYC
- Solano-Napa AEYC
- Sonoma County AEYC
- Southern California AEYC
- Southern California Valley AEYC
- Stanislaus AEYC
- Twin Cities AEYC
- Ventura County AEYC



950 Glenn Drive, Suite 150  
Folsom, CA 95630  
916.486.7750 | 916.486.7765 fax  
info@caeyc.org | www.caeyc.org