



Iowa Association for the  
Education of Young Children

# Impact Report 2023



# Impact Report 2023

The Iowa Association for the Education of Young Children's Impact Report is prepared for the benefit of members to report on the programs, activities, and financial condition of the organization. While the details of these areas represent a look back, it also helps us look forward by providing the most up-to-date information to our members and stakeholders.



**Jillian Herink**  
*Executive Director*



**Brandy Smith**  
*President*

# A Note on NAEYC

The Iowa Association for the Education of Young Children (Iowa AEYC) is a nonprofit organization with hundreds of members throughout the state of Iowa. Iowa AEYC is a state affiliate of the National Association for the Education of Young Children (NAEYC), the world's largest organization working on behalf of young children.

NAEYC is comprised of nearly 60,000 individual members of the early childhood community and 52 Affiliates, all committed to delivering on the promise of high-quality early learning. Together, we support excellence, inclusion, innovation, and community in the ECE profession. We work to achieve a collective vision: that all young children thrive and learn in a society dedicated to ensuring they reach their full potential.

Since 1926, NAEYC has worked to:

- Support excellence in early care and education
- Improve teaching and learning
- Support individuals working in the early care and education field
- Promote and public policies which support young children and their families

# Mission & Vision

## Vision

Each and every child thrives and learns in a society dedicated to ensuring all children reach their full potential.

## Mission

Iowa AEYC promotes high-quality early learning for each and every child, birth through age 8, by connecting practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children.

# Governing Board

## Executive Committee

Brandy Smith  
Miranda Niemi  
Crystal Abbe  
Brian Kingrey  
Brenda Loop  
Donna Kennebeck  
Melanie Felton

*President*  
*Past President*  
*Vice President*  
*Treasurer*  
*Secretary*  
*HPIO Chair*  
*NAEYC Affiliate Advisory  
Committee Representative*

## Governing Board

Tracy Ehlert  
  
Katie McKenzie  
Linda May Fitzgerald  
Jennifer Wright  
Dianne Casto

*Early Childhood Workforce  
Advisory Committee Chair*  
*Family Engagement Chair*  
*Public Policy Co-Chair*  
*Public Policy Co-Chair*  
*Play Committee Chair/Chapter  
Representative*  
*Chapter Representative*  
*Chapter Representative*  
*Chapter Representative*  
*Chapter Representative*  
*Chapter Representative*  
*Chapter Representative*  
*Chapter Representative*

Kelsey Andersen  
Rebecca Ausman  
Marc Elcock  
Anne Michel  
Gladys Movall  
Sara Schwerin  
Tiffany Skaggs  
Mike Stiehl

# Chapter Representatives

We are sad to see our Chapter Representatives go, but we are glad to usher in a new era with our Professional Engagement Groups! We thank our Representatives and all of our members who were involved in our chapters for working hard for the early care and education profession.

Rebecca Ausman  
Dianne Casto  
Anne Michel  
Gladys Movall  
Sara Schwerin  
Mike Stiehl

## Professional Engagement Groups (PEGs)

Our PEGs are interest-based groups, launching in FY24, for early care and education professionals (both members and non-members) around the state of Iowa. Based on input from members and stakeholders, the following engagement groups were created: **Developmentally Appropriate Practice, Advocacy, Quality, Leadership, and Family Child Care.** We look forward to this new opportunity to engage with the early care and education workforce.



# Membership

986

Members  
in FY22

962

Members  
in FY23

2.5%

Member  
Decrease

## Everyone **FITS** Somewhere

Iowa AEYC is an affiliate of the National Association for the Education of Young Children (NAEYC), a professional membership organization for the early care and education workforce that works to promote high-quality early learning for all young children. Membership with Iowa AEYC comes with a NAEYC membership, giving our members **access to the world's largest early childhood organization.**

### Members Join Iowa AEYC to...

- Access educational conferences.
- Advocate for their profession.
- Build their resume.
- Broaden their knowledge.
- Be a mentor.
- Make connections.
- Challenge themselves.
- Be a leader.



**Amy Bice**  
CDA® Navigator



**Lori Chicchelly**  
Controller



**Amy Curtis**  
ECQuIP Consultant



**Pat Dautremont**  
Membership  
Specialist



**Asacia Edwards**  
WAGE\$ Counseling  
Specialist



**Johnna Haggerty**  
ECQuIP Consultant



**Leah Hannah**  
Administrative  
Specialist



**Kayla Hunziker**  
T.E.A.C.H. Counseling  
Specialist



**Mackenzie Johnson**  
WAGE\$ Counseling  
Specialist



**Chelsea Kusmec**  
CDA® Navigator



**Wendy Mosdal**  
Executive  
Specialist



**Ashley Otte**  
Director of  
Workforce Initiatives



**Laurie Parker**  
ECQuIP Consultant



**McKenzie Parker**  
T.E.A.C.H.  
Coordinator



**Rick Roghair**  
ECI Professional  
Development  
Coordinator



**Bert Wendelboe**  
T.E.A.C.H./WAGE\$  
Administrative  
Specialist

**OUR**





**Melissa Ellis**  
CDA® Navigator



**Pam Ellis**  
T.E.A.C.H. Counseling  
Specialist



**Tammy  
Engebretson**  
Director of Quality  
Initiatives



**Anne Geiger**  
Events Coordinator



**Kate Granzow**  
Lead WAGE\$  
Counselor and Family  
Support Coordinator



**Jeannine Laughlin**  
WAGE\$ Counseling  
Specialist



**Emily Lehman**  
Communications  
Coordinator



**Lauren Linnenbrink**  
WAGE\$  
Coordinator



**Haley Maffin**  
WAGE\$ Counseling  
Specialist



**Jana McCann**  
WAGE\$ Counseling  
Specialist



**Jamie Schmidt**  
Administrative  
Specialist



**Jonni Solum**  
Events Coordinator



**Tierney Sothman**  
T.E.A.C.H. Counseling  
Specialist



**Lisa Stocksleger**  
ECQuIP Consultant



**Jennifer Stritz**  
ECQuIP Consultant

# TEAM

# Policy Priorities

## Iowa Child Care Coalition (ICCC)

ICCC was formed to more strategically address Iowa's child care crisis. The coalition members collectively support these recommendations.

### Policy Priorities 2023

- 1 Identify a sustainable source of funding for Child Care WAGES<sup>®</sup> Iowa and T.E.A.C.H. Early Childhood<sup>®</sup> Iowa statewide beyond SFY24.
- 2 Implement tax cuts and credits to incentivize participation in the child care workforce.
- 3 Increase child care assistance reimbursement rate to increase revenue for child care businesses.
- 4 Create a subcategory of commercial property used for child care centers to treat property tax the same as residentially-classed property.
- 5 Identify a sustainable public-private funding source to help support the shared services business competencies programs long-term.
- 6 Increase income eligibility for Child Care Assistance to 185% incrementally at 5th percentile annually and 75th percentile of the market rate survey.
- 7 Identify long-term funding to support additional Business Incentive matching grants.
- 8 Implement tax incentives and credits to incentivize businesses to increase investments in child care, resulting in an increase in quality child care across the state.

### FY23 Coalition Member Organizations





A Project of Iowa Association for  
the Education of Young Children

# ECQuIP

The Early Childhood Quality Improvement Project (ECQuIP) supports early childhood programs serving at least 30% children from low-income families in Polk and Dallas counties.

## Screening Results

October 2022  
through  
May 2023

**99%**

of the 190 4-year-old children screened with the myIGDIs tool showed improvement in math skills.

**90%**

of the 175 4-year-old children screened with the Get Ready to Read!™ tool showed improvement in reading skills.

## CDA® Navigators

In FY23, Iowa AEYC launched a pilot program of CDA® Navigators who work side-by-side with CDA candidates to support and facilitate the CDA process. They build partnerships with community colleges and other training entities that provide education and training for the early childhood workforce. Here is the preliminary data from the first three months of the CDA Navigator program:

**3**

Number of  
Navigators Hired

**18**

Number of Stakeholder Meetings  
Attended and/or Presented

**71**

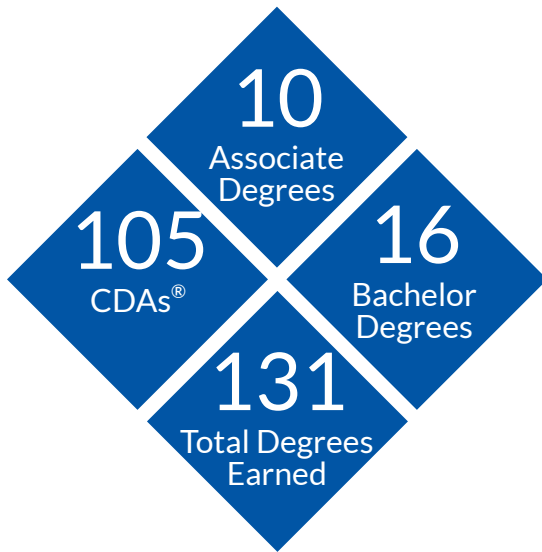
Number of Individual Candidates  
Working with Navigators

**2,804**

Number of Outreach Contacts to  
Centers, Homes, and Individuals

# T.E.A.C.H. FY23 Outcomes

The T.E.A.C.H. Early Childhood® Iowa program is part of a comprehensive national strategy that provides teacher education and compensation to lowans who work with children birth to five years old. By promoting higher education, T.E.A.C.H. is helping to establish a well-qualified, fairly-compensated, and stable workforce.



17%  
Average  
Wage Increase



487 Participants at 298 Employers



100%  
of  
Sponsoring Programs  
would recommend  
T.E.A.C.H. to someone  
they know

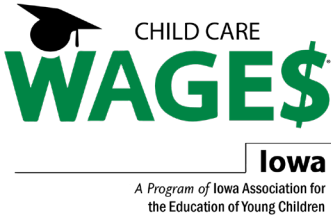
3.4  
Average GPA

95%  
Retention

4374  
Credits Earned

Child Care WAGES<sup>®</sup> Iowa provides education-based financial stipends to those in the early care and education workforce in order to improve retention, compensation, and education levels of those working with children ages birth to five years old.

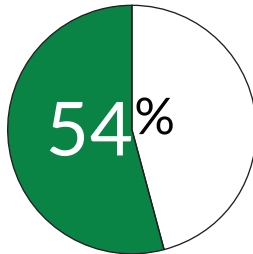
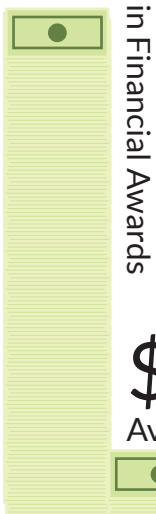
# WAGES<sup>®</sup> FY23 Outcomes



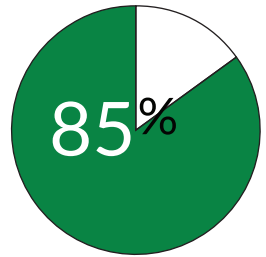
**99%** Participants and Employers Satisfied with WAGES<sup>®</sup>



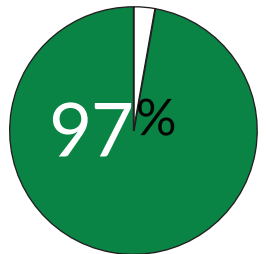
**\$5.5 Million**



Participants Completed More Coursework



Retention



Participants Say WAGES<sup>®</sup> Eases Financial Stress

**\$2045**

Average Six-Month Supplement



# Professional Development & Events



## Attendees

Fall Institute 2022:

674

Spring Institute 2023:

290



## Trainings

HHS Training Credit Opportunities

598

Participants Enrolled

343.5  
Credit Hours Offered

67

Trainings Offered through Institutes

## Event Sponsors

Total Sponsorships: \$19,000



# Financial Report

## Statement of Activities

	<u>Year ended June 30</u>	
	<u>2023</u>	<u>2022</u>
<b>REVENUES WITHOUT DONOR RESTRICTIONS</b>		
T.E.A.C.H. Program		
Iowa Department of Human Services	\$ 2,262,000	\$ 698,427
Iowa Department of Management	378,023	408,047
Iowa Department of Public Health	692,495	369,459
United Way of Central Iowa	78,000	78,000
Early Childhood Iowa, Polk County	92,000	87,050
Copayments from recipients	<u>85,888</u>	<u>88,771</u>
	3,588,406	1,729,754
WAGE\$ grants and contract revenue	7,000,000	4,648,677
Other grants and contract revenue	668,892	666,261
Contributions and public support	12,818	4,166
Conference revenue	110,412	52,132
Membership dues	47,725	23,666
Sponsorship revenue	19,150	19,600
Miscellaneous	<u>31,863</u>	<u>56,234</u>
Total revenues without donor restrictions	<u>11,479,266</u>	<u>7,200,490</u>
<b>EXPENSES</b>		
Program services–education and training	9,871,106	6,120,914
Supporting services–management and general	<u>776,728</u>	<u>516,041</u>
Total expenses	<u>10,647,834</u>	<u>6,636,955</u>
<b>CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS</b>	831,432	563,535
<b>NET ASSETS</b>		
Beginning	<u>690,424</u>	<u>126,889</u>
Ending	<u>\$ 1,521,856</u>	<u>\$ 690,424</u>

# Thank You

We greatly appreciate our donors, sponsors, and funders for supporting the vision that each and every child thrives and learns in a society dedicated to ensuring they reach their full potential.

## Funders

- CareSource Foundation
- Early Childhood Iowa
- Iowa Department of Health and Human Services
- Polk County Early Childhood Iowa
- United Way of Central Iowa

## Donors

Mary Airy  
Crystal Abbe  
Kelsey Andersen  
Leann Andre  
Rebecca Ausman  
Catherine Bergman  
Dianne Casto  
Tracy Ehlert  
Marc Elcock  
Karie Karr  
Donna Kennebeck

Brian Kingrey  
Brenda Loop  
Barb Merrill  
Anne Michel  
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Brandy Smith  
Mike Stiehl

**iaaeyc** Iowa Association for the  
Education of Young Children

An Affiliate of **naeyc**

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