

naeyc[®]

Strategic Direction

Iowa Association for the Education of Young Children



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Iowa Association for the
Education of Young Children

Vision Statement

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

Mission Statement

NAEYC 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.

Core Values

NAEYC's core values reflect our belief that all children have the right to equitable learning opportunities, and that all early childhood educators have a professional obligation to advance equity. Our values uphold NAEYC's approach as an employer, professional membership association, partner, and field leader. They are based on the principles of child development and learning and are further defined through NAEYC's core position statements: Code of Ethical Conduct; Professional Standards and Competencies for Early Childhood Educators; Advancing Equity in Early Childhood Education; Developmentally Appropriate Practice; and Early Learning Program Accreditation Standards. We are propelled by our commitment to upend our own structural and organizational inequities, and to ensure our actions are grounded in our values. Our core values are:

- > **Excellence and Innovation**
We take risks, imagine new ways of working, and challenge existing assumptions, while remaining fiscally responsible and accountable to our mission and members.
- > **Transparency**
We act with openness and clarity.
- > **Reflection**
We consider multiple sources of evidence and diverse perspectives to review past performance, note progress and successes, and engage in continuous quality improvement.
- > **Equity and Opportunity**
We advocate for and establish policies, practices, and systems that promote full and inclusive participation. We confront biases that create barriers and limit the potential of children, families, and early childhood professionals.
- > **Collaborative Relationships**
We share leadership and responsibility in our work with others. We commit time and effort to ensure diverse participation and more effective outcomes. We act with integrity, respect, and trust.
- > **Care and Commitment**
We are dedicated to the well-being, belonging and connectedness of our staff, volunteers and members.





Iowa Association for the Education of Young Children

As the Iowa affiliate of the National Association for the Education of Young Children (NAEYC), the Iowa Association for the Education of Young Children (Iowa AEYC) draws on the leadership, resources, and knowledge of the national organization to better serve our members. Iowa AEYC is an association dedicated to advancing the early childhood education profession and impacting the quality of early learning for young children. If you haven't already considered becoming a member, here are just a few reasons membership can make a difference in your career:

- Establishes your membership in a professional organization
- Saves you money on Spring and Fall Institute fees
- Adds to your professional network by providing a link to more than 1,000 early childhood professionals in the state of Iowa and nearly 60,000 NAEYC members
- Introduces you to new people who care about the same early care and education issues you do
- Provides access to journals, newsletters, online communities, financial grants and scholarships, and discounts
- Recognizes you for meeting performance standards

**2023-2024
Iowa AEYC
Governing Board**

Name	Office
Brandy Smith	President
Crystal Abbe	Vice President & NAEYC Affiliate Advisory Committee Rep
Brian Kingrey	Treasurer/Finance Chair
Brenda Loop	Secretary
Renee Hardman	High Performing Inclusive Organization (HPIO) Chair
Tracy Ehlert	Early Childhood Workforce Advisory Committee Chair
Kristin Rourk	Membership/Innovation Recruitment & Support Co-Chair
Kelsey Andersen	Membership/Innovation Recruitment & Support Co-Chair
Linda May Fitzgerald	Public Policy Chair
Marc Elcock	At Large Member
Tiffany Skaggs	At Large Member
Amy McGinn	NAEYC Affiliate Advisory Committee Rep (Ex-Officio)

Strategic Priorities



High Quality Early Childhood Education



The Profession



Professional Membership, Leadership, and Innovation



Organizational Excellence

High Quality Early Childhood Education



Goal

Each and every child birth through age 8 has equitable access to developmentally appropriate high-quality early childhood education.

Desired Results

1. **(Special Events) Hold High- Quality PD/events/ training across the state**

Methods or Activities:

- a. Complete adult educator professional development training
- b. Identify needed professional development topics not offered currently
- c. Develop professional development specific to the topic
- d. Plan events West, Central, and East

Outcome: One new PD yearly, offered in three Regional PD events outside of institutes and conferences (West Central East)

2. **(Community Outreach) Continue to increase and strengthen statewide partnerships**

Methods or Activities:

- a. Analyze how Iowa AEYC is partnering with EC organizations around the state
- b. From this analysis create a plan for increasing partnerships with underrepresented groups
- c. Increase partnerships with community colleges and colleges across the state

Outcome: Increase direct representation on the Board to include 5 or more new partnerships/groups colleges

The Profession



Goal

Early childhood educators are effective, diverse, well-prepared, and well-compensated across all states and settings in alignment with the Unifying Framework.

Desired Results

1. **(Diversity) Deliberate outreach/recruitment to diverse and/or underrepresented populations for programs and services provided by Iowa AEYC**

Methods or Activities:

- a. Determine who needs to be at the table for this organization
- b. Seek input from various stakeholders
- c. Examine and revise orientation processes and goals
- d. Identify barriers to a more diverse representation by seeking input from outside stakeholders

Outcome: A redesign of the current board structure to allow for inclusive participation

2. **(Statewide Representation/ Structure) Continue to strengthen a viable statewide structure that represents the entire birth - age 8 early childhood field.**

Methods or Activities:

- a. Assure pipeline of leaders is continual through model such as emerging leaders
- b. Using board matrix, monitor inclusive representation of Iowa AEYC Board and Chapter leadership

Outcome: Something that aligns to matrix.

Professional Membership, Leadership, and Innovation



Goal

Iowa AEYC is a diverse and influential professional membership association for early childhood educators.

Desired Results

1. (Revenue Streams) Advocate for sustained funding for programs

Methods or Activities:

- a. Send prompts for board members to reach out to state/federal legislators
- b. Ask partners (SCAN, Common Good, etc.) to train board members about advocacy
- c. GB members send /email messages to legislators and cc Public Policy Chair

Outcome: 100% of Governing Board member will contact local and/or state policy makers regarding the struggles in the ECE profession.

2. (Board recruitment/retention) Define new chapter committee structure

Methods or Activities:

- a. Define chapter/committees further at retreat and at August 12 meeting
- b. Develop language around new structure and introduce it Sept 30th, 2022 at the Institute
- c. Create a dissolution of chapters timeline and talking point and expectations by January 2023
- d. Develop and utilize matrix to guide board structure and better assure a fully inclusive board

Outcome: Full implementation of new Governing Board with representation from every part of board matrix.

Organizational Excellence



Goal

Iowa AEYC reflects excellence in all aspects of organizational health and vitality.

Desired Results

1. (Fundraising) Increase revenue earned from fundraising campaigns

Methods or Activities:

- a. Promote FB fundraising campaigns, review "how to" during board meetings in Oct and January. (Office)
- b. Have individual board members review their pledge cards mid-year (Treasurer)

Outcome: 25% increase in funds earned as compared to FY '22

2. (Succession Planning) Create succession plan for each Board Member

Methods or Activities:

- a. Create template for succession plan
- b. Each board member reports monthly activity summary on succession plan template
- c. Create shared folder to keep documents and plans

Outcome: 100% of Board membership will have written succession plan with supporting documents housed in shared file by January 2025

Visit us at
www.iowaaeYC.org

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