

NAECS-SDE Annual Business Meeting: New Orleans, LA: June 4, 2015

The meeting was called to order by President Deb Adams (CT) at 8:08am who welcomed all members and went over the agenda for the days ahead. There were no items brought forward by the members. She introduced the other officers: Vice President, John Pruette (NC); Past President, Renee DeMars-Johnson (MI); Treasurer, Amy Corriveau (AZ); and Secretary, Anna Severens (NV). A motion was made and seconded to approve the 2014 minutes as posted on-line and further distributed. Election results for Secretary and Treasurer were shared as Anna and Amy will continue in these roles respectively.

Next on the agenda was Committee Reports. John reported on the Program Committee who will be working diligently to plan next year's meeting in collaboration with CEELO to make sure our next year's meeting best meets the needs of our members. If members are interested in being on this dynamic planning committee, they should contact John.

The Communication Committee report was provided by Anna. The committee continues to work in collaboration with CEELO to best address related strategic objectives and activities. These include, but are not limited to: Providing greater access to methods of communication that best meet member's needs, maintaining the list serve, reviewing the website annually, initiating other forms of communication, serving as an informational clearinghouse of information that relates to key issues being faced by members, and utilizing the knowledge and experience of the membership to inform policy and practice at the individual state level. Different potential strategies that were discussed by the committee included: exploring different social media strategies such as FB, Twitter, etc. to engage technologically savvy members; Send periodic updates on other committee work and activities to better integrate work/priorities as appropriate; Review list serve protocol and align list with membership committee; quarterly GTMs including state of the state updates to share what is happening in other states; including but not limited to hot topics/initiatives face by states of list serve inquiries; and consider using shorter articles or policy briefs as opposed to previously used for reading corner books to discuss pertinent topics for members and/or coordinate with policy committee as appropriate.

The Policy Committee report provided by Renee included reporting on their success in submitting an article to an early childhood education encyclopedia to be published in 2016. Also discussed were challenges encountered related to great number of needed topics and little time to do so. The committee wants to maintain monthly calls focused on updates and quarterly email blasts with updates. They will focus on two major topics this year: 1) how early childhood education sets the foundation to college and career readiness, and how standards fit into this including social emotional and intellectual habits, and how this is translated into elementary and beyond; and 2) Leadership and related connections with NAESP. They discussed renaming the kindergarten power (K-power) statement and would like to come up with a process and how to use these tools for members.

The Membership & Treasurer Report provided by Amy included the following:

Cash at the beginning of the year was \$50,820.28; and End of year was \$82,987.10. There were 262 in the database with 137 who have paid dues. There were 140 registered for the meeting, and of this number 116 were members and 24 non-members. As required by the bylaws the books must be reviewed by members. This review was conducted and books were approved by: Sue Reed (ME), Manuela Fonseca (VT), and Clayton Burch (WV). The committee reported we had a record number of sponsors for this meeting, and are looking at

the different categories of membership and if this membership currently reflects our needs. An Ad hoc committee came up with recommendations and presented to executive committee, and it was determined this work will be put on hold as we begin our strategic planning work with our consultants.

The Leadership Committee report was provided by Eleanor (NE). Ballots were approved and submitted for the election of secretary and treasurer. The committee encouraged members to stay active with colleagues across the country. The Committee accepted the results of the slate of nominations, and Amy and Anna were unanimously accepted for second two-year terms. The committee thanked them for their continued service.

The Executive Committee report was provided by Deb. She reported that this was an increased year for sponsors, and given last year was our 40ish year, we are now thoughtfully planning about our future. An opportunity arose to engage in an organizational scan to help us figure out where to go next, and to examine who we are and where we are going. The Association has grown from 25 to 140 members being present at our meetings. Deb introduced Jacqueline Jones, Associate Member and President of Foundation for Child Development (FCD) who discussed wanting to know our thinking about ways to this Association could further connect and build capacity. FCD will be working with consultants and the Executive Committee to support us in this process. We will begin engaging in this strategic planning work with consultants, Joyce Dudley and Norma Tan, over the next year who then gave an overview of this work and related process. They conducted interviews with members and shared their contact information, and encouraged members to stay engaged in the process throughout the year. They shared their insights to “Seizing this Strategic Moment” and the importance of learning from our experiences in this process. Key points include: Unlearning is as important as learning; the difference between a strategy and a plan; with 24/7 internet connectivity the concept and perceived value added of “membership” is shifting; and marketing and branding are increasingly important for growth.

They discussed the following approach: Strategic planning that works!

- 1) Set the stage: identify need, get input, build interest
- 2) Frame the Process: identify key questions and expected outputs
- 3) Ensure engagement and inclusion: broad membership and stakeholder commitment will be essential for success
- 4) Create a “realistic” process: adapt the approach to work for your organization
- 5) Realize shared goals through “strategic thinking”: Resist being totally guided by the past

Their current charge is to conduct outreach, inquiry, and make recommendations. In this “pre-planning timeline” they will reach out to as many members as possible to get their feedback to help identify preliminary questions prior to the formal kick-off as an important first step of this planning process. They will then provide a report with related recommendations in July to the Executive Committee about next steps.

They reinforced the importance of data collection and framing strategic questions that are key to shaping a strategic planning process, asked for comments and questions, and look forward to this strategic moment to work with us. Deb asked members to write any additional questions and/or comments on the cards provided that would be collected, reminded members that this year is an election year, and adjourned the meeting at 8:58am.

Respectfully submitted by: Anna Severens, NAECS-SDE Secretary