



Maine Association for the Education of Young Children

# 2017 MaineAEYC Annual Report

## Maine Association for the Education of Young Children

### Board and Staff

Executive Director: Tara Williams

Administrative Assistant: Jennifer Camire

President: Elizabeth Richards, Teacher, Portland Nursery School

Treasurer: Anne Adams, Associate Director, Bowdoin College Children's Center

Secretary: Sara Perrigo, Director, Heidi's House Child Care Center

Public Policy Chair: Heather Marden, Teacher/Curriculum Coordinator, Birchwood Day Nursery School

Members-At-Large:

Catherine Bohls, Program Coordinator, Aroostook County Action Program

Leigh Ann Fish, Assistant Professor of Early Childhood, University of Maine Farmington

Selina Green Warren, Second Grade Teacher, Kingfield Elementary School

Cindy Manson, ECE Program Liaison, The Children's Place ECE Center at the Maine Children's Home

Kaitlyn Paulette, Parent Ambassador Alumni, Educare Central Maine

Kate Quinn Finlay, Case Manager, Gateway Community Services

Alison Reece, Early Childhood Education Instructor, Region Two School of Applied Technology

Emily Ruger, Executive Assistant, Children's Museum & Theater of Maine

Pamela Thompson, Associate Professor of Early Childhood, Thomas College

207-274-1478 • [maineaeYC.org](http://maineaeYC.org) • [info@maineaeYC.org](mailto:info@maineaeYC.org)

P.O. Box 675, Yarmouth, ME 04096



Maine Association for the Education of Young Children

## Finances and Development

**2017 Expenses: \$57,772**

**2017 Income: \$68,050**

NAEYC Member Dues Deposits	\$6,151
MaineAEYC Spring & Fall Conferences	\$6,431
Maine Children's Alliance (Fall Conference)	\$400
Maine Roads to Quality (Conferences)	\$2,000
Maine Roads to Quality Subcontract	\$5,035
Funders Group	\$33,033
Betterment Grant	\$15,000

### Breakdown of 2017 Funders Group Funds

Cox Trust Fund	\$7,500
United Way of York County	\$2,000
United Way of Greater Portland	\$2,695
United Way of Mid Coast Maine	\$2,500
Week of the Young Child & Joyful Children's Day	\$10,967
MaineAEYC Policy Forum	\$7,371

207-274-1478 • [maineaeyc.org](http://maineaeyc.org) • [info@maineaeyc.org](mailto:info@maineaeyc.org)

P.O. Box 675, Yarmouth, ME 04096



Maine Association for the Education of Young Children

## Public Policy and Advocacy

### Right from the Start Coalition



MaineAEYC serves on the leadership team of the Right from the Start Coalition, along with Maine Children’s Alliance, Maine Head Start Directors Association, Maine Community Action Programs, Fight Crime: Invest in Kids, Mission: Readiness, and ReadyNation. In 2017 the partners worked together to build the coalition, develop governance protocols, craft the public policy agenda, plan a public opinion poll, and coordinate activities with regular calls and meetings.

MaineAEYC supported the leadership team with early childhood information, as well as speaker recommendations for the Maine Children’s Caucus. Tara delivered information about the coalition and ways to be involved to the MaineAEYC members and network. This included information through email, social media, and our website about proposed bills, op-eds and LTEs, research, and policy information and alerts. MaineAEYC invested in grassroots efforts to involve educators and parents in the advocacy landscape.

#### ENDORISING PARTNERS

Educate Maine  
Family Child Care Association of Maine  
Maine Chiefs of Police Association  
Maine Children's Trust  
Maine Equal Justice Partners  
Maine Sheriffs' Association  
Maine State Chamber of Commerce  
Maine Women's Lobby  
United Ways of Maine  
YMCA Alliance

#### SUPPORTING PARTNERS

Maine Early Learning Investment Group (MELIG)  
Maine Center for Economic Policy  
Maine Montessori Association  
Mid Maine Chamber of Commerce  
United Way of Androscoggin County  
United Way of Greater Portland  
United Way of Mid Coast Maine  
United Way of Mid Maine  
United Way of the Tri-Valley Area  
United Way of York County

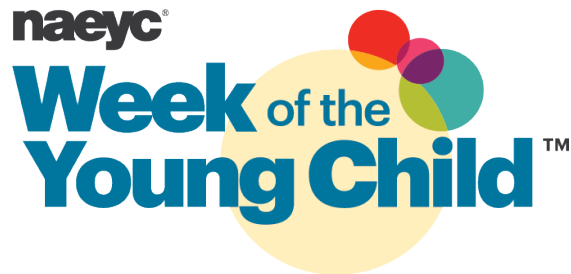
207-274-1478 • [maineaeYC.org](http://maineaeYC.org) • [info@maineaeYC.org](mailto:info@maineaeYC.org)

P.O. Box 675, Yarmouth, ME 04096



Maine Association for the Education of Young Children

## Week of the Young Child



MaineAEYC helped plan and sponsor free community festivals in Wells, Portland, Waterville, and Skowhegan in April 2018. We coordinated these events in Partnership with the Historical Society of Wells & Ogunquit, the Portland Director's Group and East End Community School, Educare Central Maine, and KVCAP and Bloomfield Elementary School. Each family festival included engaging activities for children, as well as conversations with parents and resources

about early childhood policy and advocacy in Maine. Families received bags with items such as, books, play dough, bubbles, crayons, and harmonicas to extend learning at home. We created educational activity flyers to compliment materials in the bags, including resources from NAEYC for Families.

At the Week of the Young Child community events, we spoke with dozens of parents, and sent 35 parent postcard letters to legislators. We had 17 parents, who signed up to become more involved with MaineAEYC advocacy efforts (7 in Portland, 6 in Waterville, and 4 in Skowhegan). The mayor of Portland as well as two state representatives were actively involved at the Portland family festival and engaged with parents. We had \$13,000 available, and spent \$9,962 on the four events.

## State Policy and Advocacy Work

MaineAEYC partnered with the Family Child Care Association of Maine (FCCAM), Maine's first affiliate of the National Association of Family Child Care (NAFCC). We provided support to become a 501c3 and build membership. We also collaborated and aligned our professional learning and public policy and advocacy efforts. The core leadership of FCCAM was engaged in drafting testimony and letters to legislators.



MaineAEYC and FCCAM wrote and delivered joint testimonies on the Child Care Tax Credit, raising child care reimbursement rates, fingerprinting as part of comprehensive background checks, and funding early childhood mental health consultants to support social and emotional learning and development. In the spring, MaineAEYC provided comment on the proposed Family Child Care Rules, which was coordinated with FCCAM. This summer, MaineAEYC, Maine Children's Alliance, Maine Women's Lobby, and FCCAM, wrote and submitted an application for review of the Family Child Care rules. MaineAEYC attended a public meeting on the proposed Family Child

207-274-1478 • [maineaeYC.org](http://maineaeYC.org) • [info@maineaeYC.org](mailto:info@maineaeYC.org)

P.O. Box 675, Yarmouth, ME 04096



Maine Association for the Education of Young Children

Care rules and prepared educational materials for members of the Health and Human Services Committee on measures of early childhood program quality.

In addition, four MaineAEYC members gave their state legislators, Senator Volk, Rep. Chase, Rep. Denno, and Rep. Hymanson, tours of their programs this fall in Gorham, Scarborough, North Yarmouth, and York.

## 2017 MaineAEYC Public Policy Forum



We had 70 people at the policy forum on September 16th, including 38 early childhood educators and 10 parents and grandparents of young children. We had trainings on connecting with legislators and media, crafting stronger messages, building advocacy skills, and partnering at the local level. Lauren Hogan from NAEYC and Mary Beth Testa, from NAFCC, did the keynote presentation focused on the early childhood workforce and how to create a strong, united profession. We launched the new membership structure and introduced participants to the Right From the Start Coalition!

## Federal Policy and Advocacy Work

We connected with our federal legislators and informed members about how federal policy impacts early care and education in Maine. Two MaineAEYC board members, Heather Marden and Kate Quinn-Finlay, attended the NAEYC Public Policy Forum in Washington D.C. in February 2017. We did a survey of MaineAEYC members to provide a voice from stakeholders, and Heather and Kate brought the survey results to the offices of Maine's senators and representatives in DC. MaineAEYC wrote recommendations for ESSA implementation in Maine. We signed on to letters and statements concerning the Child Care for Working Families Act, the Dream Act, and the Higher Education Act Reauthorization with NAEYC and other state affiliates. We also participated in a listening session with the Administration for Children and Families (ACF) in November.

207-274-1478 • [maineaeYC.org](http://maineaeYC.org) • [info@maineaeYC.org](mailto:info@maineaeYC.org)

P.O. Box 675, Yarmouth, ME 04096



Maine Association for the Education of Young Children

## Membership and Outreach

### MaineAEYC Membership, End of 2017: 291

**Launch of New Membership Structure:** The NAEYC and affiliate membership is now divided into four groups: Entry, Standard, Premium, and Family. We launched this new membership structure in Maine at our policy forum in September with an announcement and a pine tree seedling for each person to take home with a message, “Come grow with us. MaineAEYC.”

**AMS system:** All NAEYC and affiliate membership data was transferred from the old DMS system into the new AMS system. Tara and Jen have staff editing rights and can help edit and pull information for Board members.

**Rebranding:** NAEYC and all affiliates went through a rebranding process in 2017. We have a new logo and specific requirements about when and how to use our logo. In addition the rebranding focused on the brands overall look including layouts, titles, headlines, images, charts, graphs, pull quotes, messages. The brand personality is diverse, dynamic, friendly, imaginative, knowledgeable, open, professional, and modern. Here is an example of a new requirement, “Each piece includes contact information and social media links, solicits feedback, and invites participation. (For more information: <https://www.naeyc.org/affiliate-brand-guidelines>)



As part of our rebranding in 2017, we cleaned up our website and added new content and branding elements. We also continued to have an active Facebook presence, and we added in an Instagram account at the end of the year.

### Joyful Children’s Day

On October 6, MaineAEYC sponsored a day of free admission to the Portland Children’s Museum. Families played in the exhibits, joined in the reading marathon, and participated in a variety of special performances from local musicians. MaineAEYC offered a pop-up face painting area and a take-home puppet making craft station.



207-274-1478 • [maineaeYC.org](http://maineaeYC.org) • [info@maineaeYC.org](mailto:info@maineaeYC.org)  
P.O. Box 675, Yarmouth, ME 04096



Maine Association for the Education of Young Children

## **Outreach with Educators and at Community Events**

- March 1, SMCC Presentation to ECE Class, South Portland
- March 25, Maine Shared Services Alliance Business Expo, Thomas College, Waterville
- April 1, Windham SACC Conference, Windham High School
- April 8, MaineAEYC Conference, Thomas College, Waterville
- April 8, MEA Conference, University of Maine at Farmington
- April 12, KVCC Presentation to ECE Class
- April 22, MaineAEYC - Week of the Young Child, Portland
- April 28, MaineAEYC - Week of the Young Child, Educare, Waterville
- April 29, MaineAEYC - Week of the Young Child, Historical Society of Wells & Ogunquit
- April 29, MaineAEYC - Week of the Young Child, Skowhegan
- May 1, CMMC Presentation to ECE Class
- May 3, Senior student portfolio presentations, University of Maine at Farmington
- August 14, Dept. of Ed, Early Childhood Conference, Augusta
- September 16, MaineAEYC Policy Forum, Thomas College, Waterville
- October 6, Joyful Children's Day at Children's Museum, Portland
- October 21, MaineAEYC Fall Conference, Bowdoin College, Brunswick

## **Member Participation and Feedback**

- Member Survey before Policy Forum in DC
- Evaluations after Spring and Fall Conferences and MaineAEYC Policy Forum
- Offered Right from the Start policy listening session webinars
- Members voted for new Board members

## **Statewide Meetings and Groups**

- Maine Children's Growth Council
- Child Care Advisory Council
- Professional Development Alignment Team
- Maine Shared Services Alliance Advisory Council
- MRTQ Professional Development Network Advisory Council

207-274-1478 • [maineaeYC.org](http://maineaeYC.org) • [info@maineaeYC.org](mailto:info@maineaeYC.org)

P.O. Box 675, Yarmouth, ME 04096



## Professional Learning

### Webinars

- January 12: Hear Me Now, Speech Language Pathologists, Cathy Janelle & Carrie Chojnowski
- March 29: Stepping into the Outdoor Classroom, Jill Barnes, lead teacher at Unity Sprouts

### Spring Conference, Thomas College, April 8th

*Storytelling Through Music Movement and Play*

80 Participants

Keynote: Catherine Anderson, Portland Ovations



### Fall Conference, Bowdoin College, October 21st

*Hungry for Connection: Social and Emotional Development Birth Through Age Eight*

105 Participants

Keynote: Lauren Wiley, the Ounce



**The Executive Director and Board Members attended regional and national professional learning conferences.**

- NAEYC Public Policy Forum
- NAEYC Professional Learning Institute
- the Ounce Policy Exchange Meeting
- NAEYC Annual Conference
- Maine Association of Nonprofits Finance Conference
- Educate Maine Symposium

207-274-1478 • [maineaeyc.org](http://maineaeyc.org) • [info@maineaeyc.org](mailto:info@maineaeyc.org)

P.O. Box 675, Yarmouth, ME 04096