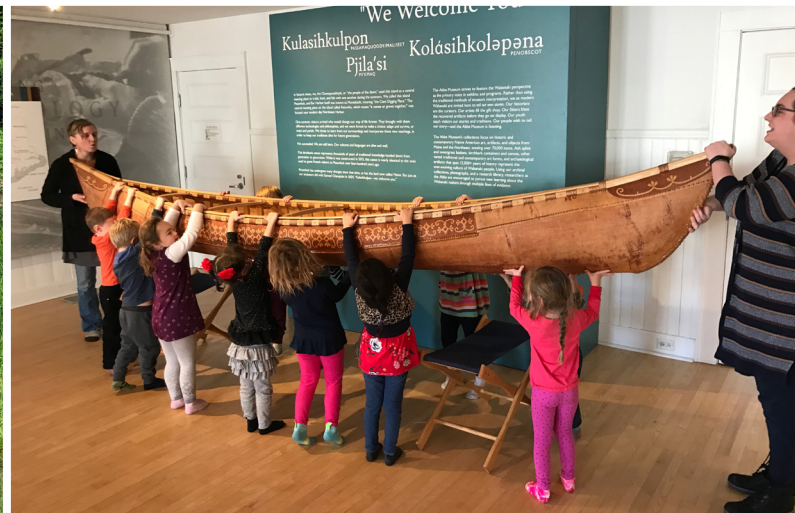




# MaineAEYC Annual Report 2019

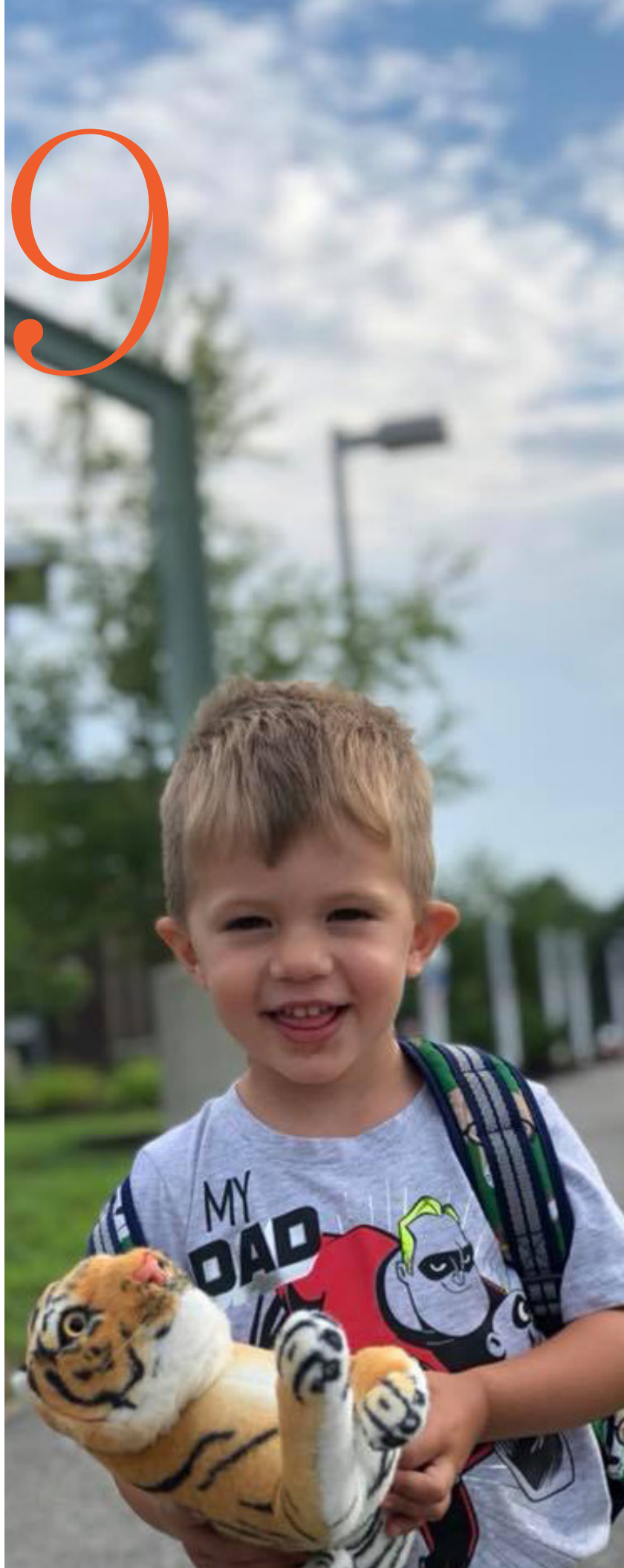




# 2019

*What an exciting year for MaineAEYC! We organized and supported events and conferences around the state that engaged early educators, families with young children, and community members. We were deeply involved in early childhood education policy and advocacy with partners from across the state and around the country. We moved into our first office and developed a three-year strategic plan that is focused on improving conditions for those most in need, measuring the results of our work, and positively impacting the lives of children, families, and educators in Maine. We look forward to working with you in 2020.*

Tara Williams  
Executive Director, MaineAEYC



# Policy and Advocacy Work

This past year we connected with our federal congressional delegation and informed members about how federal policy impacts early care and education in Maine. We brought a Maine state team of seventeen early childhood educators, leaders, and parents to the 2019 NAEYC Policy Forum. We visited all four of our Maine Senators and Representatives offices while in DC. After returning home, we coordinated with the Maine Children's Alliance and other partners to send a letter to our federal congressional delegation asking them to prioritize increasing CCDBG funding by an additional \$5 billion in the FY 2020 appropriations bill.

## Right From the Start Coalition

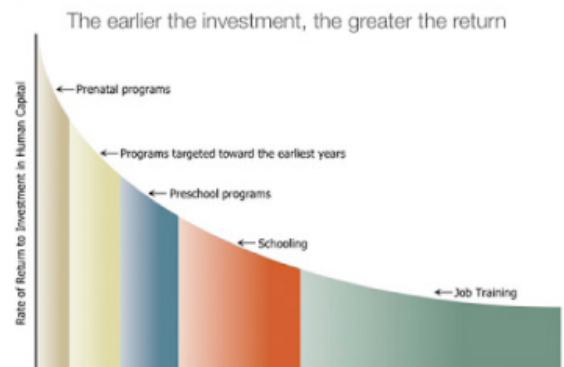
Executive Director Tara Williams continued to represent MaineAEYC as part of the leadership team of the Right From The Start Coalition. MaineAEYC supported the coalition with early childhood content expertise, policy and best practice resources, and “voices” from the ECE field. Tara delivered information about the coalition and ways to be involved to MaineAEYC members and friends. This included information through email, social media, and our website about proposed bills, op-eds and LTEs, research, policy information and alerts. MaineAEYC invested in grassroots efforts to involve educators and parents in the advocacy landscape.



Maine's children need to be a priority—right from the start. If we want Maine's future to be in good hands, we need to develop a strong bench: a generation of young people who can lead our communities and grow our economy.

Today, 73% of children under six have all their available parents and caregivers in the workforce. We simply must ensure our public policy responds to the reality of life for Maine families and reflects what decades of developmental science has shown children need for healthy development: stable, consistent experiences and relationships early in life—because this is what shapes the architecture of the developing brain.

## SMART INVESTMENT



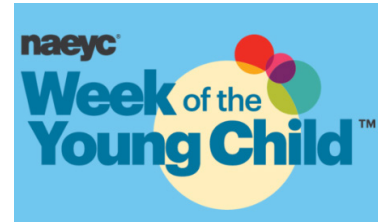
Early care and education investment has been shown to prevent the achievement gap, improve health outcomes, boost earnings and provide a high rate of economic return. Mainers believe that early education counts, that it should be made more available and elected officials should support it. Three out of four Mainers believe helping parents with the cost of child care and preschool is a good idea.

[www.rightfromthestartmaine.org](http://www.rightfromthestartmaine.org)





Today we know more than ever before about the importance of children's earliest years in shaping their learning and development. Yet never before have the needs of young children and their families been more pressing. The Week of the Young Child™ was a call to action because families depend on the high-quality early care and education that helps young children get a promising start and brings lasting benefits to Maine. This year MaineAEYC organized a major push for public awareness that included festivals in four communities, events at libraries and museums, public support from the Governor, several mayors and legislators, and coverage in local press and social media.



## State Policy and Advocacy Work

MaineAEYC continued a strong partnership with the Family Child Care Association of Maine (FCCAM). We led legislator program visits and shared key policy information in our networks. We organized the field around many policy initiatives proposed in 18 bills, including the development of ECE career pathways with scholarships and salary supplements, contracts between DHHS and child care programs with quality bumps in our subsidy reimbursement system, increased funding for Head Start and home visiting, training of early childhood mental health consultants to support educators and families with the social and emotional development of young children, expansion of public Pre-K by offering full day in partnership with ECE programs, increased developmental screening and improved special education services, and better organized state systems.

## Week of the Young Child

This year several mayors in Maine read new WOYC Proclamations with strong language about investment in young children, families, and educators. Governor Mills wrote a letter to MaineAEYC in honor of the Week of the Young Child, and the Maine Legislature passed a Joint Resolution for WOYC. MaineAEYC helped plan and sponsor free community festivals in Kennebunk, Portland, Waterville, and Bangor in April 2019.

We coordinated these events in partnership with the York County Early Childhood Coalition and Kennebunk Free Library, the Portland Director's Group and East End Community School, Educare Central Maine, Food and

Medicine and the Maine Discovery Museum, as well as several other organizations in each community. Every family festival included engaging activities for children, live music and entertainment, snacks and information about early childhood policy and advocacy. Maine State Representatives and State Senators visited all the festivals and even helped lead a parade in Portland. Families received bags with materials to extend learning at home.



## Community Film Screenings

In 2019 MaineAEYC continued to organize and support film screenings of *No Small Matter*, a feature-length documentary film and national engagement campaign to bring attention to our nation's failing to educate





No Small Matter is a documentary film and national engagement campaign that shares powerful stories and stunning truths about the human capacity for early intelligence and the potential for quality early education to transform America's social and economic future. This project reveals why making the most of early years is so crucial, and what we can do to change the perception of when learning begins.

our youngest children by sharing powerful stories and stunning truths about the human capacity for early intelligence and the potential for quality early care and education to benefit America's social and economic future. Events took place in Bangor, Lewiston, and at the State House in Augusta. We also supported a screening of *Won't You Be My Neighbor* in Farmington. At every event we facilitated discussions after the film and at the community screenings we included a call to action and ways to get involved in early childhood education public policy.

## MaineAEYC Policy Leadership Program

This year we piloted a brand new program, inviting a cohort of fifteen early childhood professionals to join a policy leadership program. After a kick-off conference call in February, we got to work, holding an advocacy and policy training day in March. Throughout the winter and spring our ECE Reps joined monthly webinars with guest speakers, shared their learning and experience with each other, and tried their new skills at public hearings with oral and written testimony, drafting LTEs and op-eds, meeting with the Commissioners of Education and Health and Human Services, and talking about ECE policy with parents, educators, and legislators as WOYC events and our ECE State House day. This fall several of our ECE Reps helped lead policy and advocacy trainings at the 2019 Statewide ECE Conference.

## Early Childhood Education Day At the State House

We organized a ECE Day at the State House during on June 5, 2019 with the YMCA Alliance of Maine, the Family Child Care Association of Maine Children's Alliance, and Maine Roads to Quality Professional Development Network (MRTQ PDN). We set up early learning centers around the Hall of Flags to show elected officials what high quality ECE looks like and give them a chance to participate and ask questions. We also had policy and advocacy stations where educators and families could write a post card to their elected officials, make a sign and post on social media, and use our template and instructions to help them speak with their legislator that day. In addition to our members and friends, dozens of State Senators and Representatives stopped by for snacks and beverages, talked with us about early childhood education, explored the stations, and enjoyed the free MaineAEYC tote bags and t-shirts. We awarded our annual Children's Champion Award to the senator and representative who worked passionately for children during 2019.



On June 5, 2019, MaineAEYC and several partner organizations sponsored a morning of education and advocacy at the State House, offering children's activities, snacks, ECE information, the announcement of awards and opportunities for educators and parents to connect with legislators and tour the State House. Children's Champion Award went to Senator Rebecca Millett and Representative Sawin Millett for outstanding work on behalf of young children across the state.



# ECE Collaborations

## Statewide Participation

- MaineSpark Coalition, Strong Foundations Track
- Maine Children's Growth Council, Professional Development Alignment Team
- Child Care Advisory Council
- Opioid Prevention Task Force
- MRTQ PDN Advisory Council

## 2019 Statewide ECE Conference

### Connecting ECE: Birth Through 8 Across the State, October 4th and 5th in Bangor

The conference, planned and hosted by six Maine organizations, brought over 350 early childhood professionals to a two-day, multifaceted event that included workshops and keynote presentations focused on high quality practice, working with and supporting families, professionalism, leadership, and public policy outreach. Friday Keynote Speaker Holly Elissa Bruno, MA, JD, is a best selling author on emotional intelligence and managing legal risks in early childhood education. Saturday Keynote Speaker, Dr. Ross Greene, is the founding Director of Lives in the Balance and originator of the Collaborative & Proactive Solutions model. Another highlight was the ECE Celebration & Awards Dinner when guests enjoyed a rousing welcome, delicious food, laughter, music, and presentation of MRTQ PDN's annual awards.



## Regional Conference Support

**Shaping Tomorrow's Future Today**  
Cumberland County, November 2019

**Building Bridges Through Story and Song**  
Washington County, October 2019

**Nurturing Through Nature**  
York County, October 2019

**Making Sense of Preschoolers**  
Workshop Series, May-June 2019

MaineAEYC sponsored this training from the Neufeld Institute. Participants learned that making sense of these wondrous and confusing beings lays a foundation for intuitive and fruitful interaction with them and helps us provide the conditions that are conducive to their transformation.

## The 2019 Early Childhood Education Conference Organizers





# Association Advancement

## John T Gorman Fellowship

MaineAEYC Executive Director, Tara Williams, completed a rigorous one year fellowship program with the John T Gorman Foundation, learning to apply results-based leadership strategies in her work. The Fellowship equipped Tara to make a measurable difference in the lives of Maine children and families by leveraging data, building cross-sector partnerships, developing individual strengths and organizational authority to initiate and execute a results action plan that is data-driven, collaborative, and reflective of best practices. She is eager to incorporate her new knowledge and skills in the coming year.



## Strategic Planning

MaineAEYC Staff and the Governing Board spent 2019 in a strategic planning process drafting a plan to positively impact young children, families, and early educators with a focus on diversity and equity and organizational strength and sustainability. The Board approved the 3-year plan in December 2019 and has begun to implement targeted work that is both aspirational and achievable.



## Donors & Partners

In 2019, MaineAEYC was funded through foundation grants, membership dues, donations, and conference revenue. Our foundation partners include the Bingham Program, Betterment Fund, and Maine Community Foundation (capacity building and strategic planning), Early Childhood Funders Group (RFTS Coalition), Educare (Parent Ambassador Program), and NAEYC (ECE Policy Leadership Program).

## Communications

MaineAEYC now has three contracted positions: accounting, administrative services and a communication consultant brought on in July. With that addition to our staffing, we improved overall outreach with our weekly e-news and daily social media posts on Facebook, Twitter, and Instagram. The consultant also provides editing and graphic design for event logos, conference program, annual report and other miscellaneous needs. Member schools helped immensely by providing photographs and contributing to social media posts, a collaboration we plan to continue on 2020.





# Membership Outreach

## Annual Memberships

In 2019 MaineAEYC had about 350 members. While we were very successful at retaining and engaging members, we did not see growth in our membership this year. This was at the core of our discussion during our June Strategic Planning meeting. We reflected about how MaineAEYC spent 2018-2019 raising up the voice of early childhood in Maine by increasing every aspect of our advocacy, state-wide outreach, professional training, and organizational collaborations. As such, we continue to be deeply committed to growing our influence to amplify the voices of early childhood care and education in the coming years.

## Presence at Conferences and Events

Our Membership and Outreach Committee coordinates MaineAEYC presence at local conferences, workshops and events on colleges and university campuses and museums. At these events we set up a table with NAEYC and MaineAEYC information and free gifts.

## Member Participation and Feedback

During 2019, we boosted our efforts to solicit feedback from participants and members through surveys, event evaluations, and a vote in the organization's governance.

- Evaluations after Statewide ECE Conference
- Membership survey to provide feedback to OCFS on proposed unified child care licensing rules
- Stakeholder surveys to shape the strategic plan
- Members invited to vote on Board members

We plan to increase and diversify our membership in 2020 with frequent and targeted communications that engage a more racially, ethnically and socioeconomically diverse population. We will send monthly emails welcoming new members as well as reminders to those up for renewal; record and post meeting minutes on our website; host an annual meeting welcoming members; distribute the annual report to all members, affiliate organizations, partners and engaged stakeholders.





# MaineAEYC Members

Anne Adams  
Debby Adkins  
Hillary Albert  
Melissa Albert  
Lisa Anderson  
Angela Andrade  
Jodi Andrews  
Deborah Arcaro  
Mariaelana Armstrong  
Jodelle Austin  
Patti Bailie  
Jamie Baker  
Susan Baker  
Bridget Barden  
Dru Barkalow  
Ann Barnes  
Laura Barrows  
Renai Beach  
Laurie Beane  
Claire Beaulieu  
Terri Bellas  
Jane Benesch  
Philip Berezney  
Stephanie Bernier  
Denise Bestwick  
Heidi Bickford  
Lauren Bickmore  
Ripley Biggs  
Bonnie Blagojevic  
Catherine Bohls  
Amy Boucher  
Jayne Boulos  
Jaime Bourque Cobblah  
Margaret Bouthot  
Collette Boynton-Archer  
Erica Bracy  
Marnie Bragdon-Morneault  
Alison Britton  
Kate Brockett  
Martha Bronson  
Susan Brooks  
Kristen Brousseau  
Margo Brown  
Karen Bruder  
Darlene Bruns  
Katherine Burns  
Tami Campbell  
Abigail Carter  
Julia Chace  
Cassie Chapman  
Deb Chase  
Katherine Chasse

Joan Chatterton  
Suzanne Chevalier  
Mellisa Clawson  
Sarah Cobb  
Annie Colaluca  
Priscilla Congdon  
Jennifer Conley  
Laurie Conrad  
Margaret Copeland  
Marie Cota  
Martha Crockett  
Michelle Cyr  
Christen Davis  
Pamela Dawson  
Laura Day  
Allyson Dean  
Terry Deane  
Virginia Dearani  
Sarah DeLong  
Connie DiBiase  
Mary Dionne  
Nicoletta Dorazio-Moore  
Cheryl Doughty  
Jill Downs  
Katey Druan  
Lynn Dube  
Laurie Dubois  
Tammy Dwyer  
Sherryl Eastman  
Martha Eshoo  
Katharine Eugley  
Julie Farmer  
Karen Fasulo  
Leigh Ann Fish  
Rosalyn Fisher  
Theresa Fisk  
Gina Forbes  
Lori Fowler  
Jenica Frazier  
Margaret Frigard  
Beth Gachowski  
Beth Gagnon  
Sue Gallant  
Pam Gallik  
Katherine Gilley  
Alexis Girouard  
Beth Glidden  
Laura Glover  
Janice Grant  
Laurie Grant  
Cassandra Grantham  
Gretchen Greenberg



Kayla Grier  
Victoria Grotton  
Melanie Guidod  
Christie Hallowell  
Diane Hancock  
Jaimee Hanscom  
Andrea Hart  
Jenny Hart  
Vinnie Hatcher  
Emogene Hill  
Tina Hobbs  
Adrienne Hofmann  
Robin Holman  
Melissa Holt  
Kristen Holzinger  
Nance Hooper  
Karen Hopkins  
Susan Hougaz-McCormick  
Jennifer Howard  
Kim Howe  
Kimberley Hoyt  
Kirsti Huotari  
Marga Hutchinson  
Sarah Irish  
Kellie Irving

Nancy Isaacs  
Danica Jackman  
Rita Jackson  
Barbara Jalbert  
Evelyn Jellison  
Tina Jennings  
Brendle Johnson  
Heather Jones  
Laurie Jones  
Resa Jones  
Shirley Jordan  
Denise Joy  
Malinda Julson  
Barbara Kaiser  
Rhonda Kaiser  
Donna Kane  
Aimee Kardulas  
Donna Karno  
Nicole Kaszubinski  
Anna Keeley  
Isabel Keene  
Jaime Kiesow  
Debby Kimberlin  
Jennifer Kirchoff  
Meg Kirschner





Shelby Knights  
 Melissa Kraus  
 Robert Krickus  
 Diane La Pierre  
 Linda Labas  
 Maryia LaBree  
 Debbie LaFrance  
 Jamie Lahue  
 Mattie Lajoie  
 Alexis Lane  
 Julie Lankford  
 Laura Larson  
 Julie Laszczak  
 Sarah Lavallee  
 Grace Leavitt  
 Lori Lee  
 Hannah Leighton  
 Sara Lennon  
 Linda Levesque  
 Rebecca Libby  
 Betsy Liller  
 Mary Lilly  
 Karen Lin  
 Lee Lingelbach  
 Robin Linscott  
 Margaret Littlefield  
 Mary Logue  
 Ruth Lucarelli  
 Janet Luther

Janet Lyons  
 Sarah MacLaughlin  
 Shelby MacPherson  
 Regina Madden  
 Jennifer Maeverde  
 Cheryl Maloney  
 Lara Maloney  
 Heather Marden  
 Mackenzie Marles  
 Kerry Martinelli  
 Melissa Mattes  
 Mary Maxfield  
 Jennifer Mayor  
 Ellen McBride  
 Claire McCallion  
 Heidi McDonald  
 Claudia Mejia  
 Barbara Merrill  
 Jennifer Metcalfe  
 Tammy Michaud  
 Monica Miller  
 Tracey Miller  
 Penny Moquin  
 Lori Moses  
 Michael Mosley  
 Taylor Muktar  
 Trisha Mullins  
 Debbie Murray  
 Tracey Murrell

Joan Naigle  
 Reta Nappi  
 Erika Neal  
 Jackie Nelson  
 Naomi Neptune  
 William Newburn  
 Tiffany Nowicki  
 Emily Nutt  
 KERRY O'BRIEN  
 Kendra O'Connell  
 crystal oconnor  
 Mary-Lou Ogden  
 Gail Page  
 Hannah Page  
 Gretchen Parlin  
 Pam Pavuk  
 Jennifer Peavey  
 Adrienne Pelkey  
 Sara Perrigo  
 Kobi Perry  
 Tammy-Lyn Perry  
 Karen Peters  
 Kimberly Pierson  
 Kira Pilger  
 Valerie Pinkham  
 Brenda Plante  
 Mary Pletcher  
 Meghan Pomelow  
 Gabrielle Potvin  
 Jessica Powell  
 Sue Powers  
 Daphne Pratt  
 Pam Prevost  
 Terri Provencher  
 Jennifer Quehl  
 Elise Rau  
 Monica Redlevske  
 Susan Reed  
 Nicole Reinholt  
 Haleigh Rice  
 Elizabeth Richards  
 Michelle Riddle  
 Casey Ridlon  
 Melissa Robie  
 Emily Robinson  
 Morgan Robinson  
 Sherry Robinson  
 Juana Rodriguez-Vazquez  
 Lisa Rogers  
 Elizabeth Rollins  
 Megan Rollins  
 Lee Rowe  
 Stacy Ryan  
 Cathleen Saenz  
 Cristina Salois  
 Michael Sandberg

Carla Santisteban  
 Nancy Sayre  
 Julie Schafflinger  
 Kayla Scheckel  
 Brenda Sevigny-Killen  
 Julie Shores  
 Sasha Shunk  
 Meg Sigovich  
 Kim Slocomb  
 Renee Smaha  
 Lori Smith  
 Sarah Snow  
 Anne Soto  
 Kathryn Soucy  
 sara spear  
 Marlene Spearman  
 April Spencer  
 Jamie Spencer  
 Joni Sprague  
 Amy St Louis  
 Beth Stacy  
 Eileen Steck  
 Amy Storey  
 Gertrude Sweetland  
 Elaine Szendrei  
 Jessica Temm  
 Penni Theriault  
 Karen Thibault  
 Kathie Thompson  
 Kini-Ana Tinkham  
 Morgan Tolin  
 Susan Toothaker  
 Patricia Tripp  
 Trudy Turbide  
 April Turner  
 Eileen Twiddy  
 Cheryl Uhuad  
 Justine Vaillancourt  
 Katie Wales  
 Selina Warren  
 Cadey Welch  
 Marcie Welsch  
 Brenda White  
 Jennifer White  
 Karen White  
 Alexandra Wilbur  
 Jenn Wiles  
 Lisa Williams  
 Patricia Williams  
 Tara Williams  
 Kate Williams-Hewitt  
 Kasey Woodman  
 Katherine Wright  
 Bethany Yovino  
 Kelly Zhang  
 Tia Zukowski



# 2020

*Looking ahead to 2020 and beyond, MaineAEYC is eager to begin implementation of its comprehensive strategic plan. Woven throughout this plan, MaineAEYC has made a commitment to advance equity in the field of early childhood education by becoming more focused on programming that benefits all children, families, and the ECE workforce. Our Board of Directors is focused on the organization's stability as we incorporate an organizational advancement committee and our first appointed treasurer position in 2020. We value the support of our partners and members and are eager to continue working on behalf of all those impacted by Maine's systems of early care and education.*

Heather Marden,  
Board President, Maine AEYC







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