



Maine Association for the Education of Young Children

Vision Statement

All young children in Maine thrive and learn in a state dedicated to ensuring they reach their full potential.

Mission Statement

MaineAEYC promotes high-quality early learning for all children, 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

- Appreciate childhood as a unique and valuable stage of the human life cycle.
- Base our work on knowledge of how children develop and learn.
- Appreciate and support the bond between the child and family.
- Recognize that children are best understood and supported in the context of family, culture, community, and society.
- Respect the dignity, worth, and uniqueness of each individual (child, family member, and colleague).
- Respect diversity in children, families, and colleagues.
- Recognize that children and adults achieve their full potential in the context of relationships that are based on trust and respect.

Core Beliefs

- Excellence and Innovation—We are imaginative risk takers willing to challenge assumptions while being accountable to our mission and fiscally responsible.
- Transparency—We act with openness and clarity.
- Reflection and Measurement—We consider multiple sources of evidence and diverse perspectives to review data and past performance, note our progress and successes, and engage in continuous quality improvement.
- Equity and Opportunity—We advocate for 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.



maineaeyc

Maine Association for the
Education of Young Children

MaineAEYC Strategic Plan

2020-2022

Programs, Events, and Policy Work

Programs

ECE Policy Leadership Program
Parent Ambassador Alumni Program
T.E.A.C.H. Scholarship Program (W.A.G.E.S. TBD)
Building ECE Bridges

Activities and Events

Support for MRTQ PDN Accreditation, QRIS, & TA
Regional meetings and workshops: Opening a child care program
ECE Leadership Seminars
Maine ECE Day at the State House
Week of the Young Child activities
Maine ECE Conference & Policy Forum
NAEYC Convenings: Public Policy Forum, PLI, Annual Conference

Policy and Systems Change Work

Power to the Profession, America for Early Ed, WOYC, NAEYC affiliate network actions
Electoral Advocacy, Get out the Vote
Federal Advocacy, CCDBG, Census
State Coalitions, Advisory Councils, & Work Groups (Right from the Start, MaineSpark, etc.)
State Departments/Offices, Plans, and Rules (CCDF, ESSA, CCSP, Licensing, QRIS)
Home Visiting, Birth to School Age Child Care, Public PreK-3

MaineAEYC Strategic Plan

Priority 1 – High Quality Learning: Children birth through age 8 have equitable access to developmentally appropriate, high-quality early learning

Priority 2 – The Profession: The early childhood education profession exemplifies excellence and is recognized as vital and performing a critical role in society.

Priority 3 – Organizational Advancement: MaineAEYC is a highly valued, credible and visible organization.

Priority 4 – Organizational Excellence: MaineAEYC reflects excellence in all aspects of organizational health.

Priority 5 – Leadership & Innovation: MaineAEYC cultivates leadership and incubates innovative strategies that propel the field, profession, and systems of learning.

Priority 1

High Quality Learning: Children birth through age 8 have equitable access to developmentally appropriate, high-quality early learning

<p>Key Strategies</p>
<p>Annual Policy Agenda</p> <ul style="list-style-type: none"> • CCSP, CCDF, ESSA • Home Visiting • Birth to School Age Child Care • Public PreK, K-3 • QRIS, Accreditation <p>2020, Focus on</p> <ul style="list-style-type: none"> • <i>First 4 ME</i> • Scholarships and apprenticeships for ECE workforce • Plans for salary increases, with annual targets • Unified child care licensing rule • Birth to 5 data development
<p>“Opening a Child Care” Regional Meetings</p>
<p>Strategic support of MRTQ PDN</p> <ul style="list-style-type: none"> • Developing annual plan for how MaineAEYC aligns with MRTQ PDN to drive quality improvement.
<p>Building ECE Bridges Program:</p> <ul style="list-style-type: none"> • A new MaineAEYC program, where we are facilitating interaction and discussion between licensed child care and the school district. • We will offer on-site consulting with this program, building partnerships, the quality of early learning, and coordination in the community with a full birth to 3rd grade team of professionals.
<p>Communications Plan:</p> <p>All e-newsletters, social media, outreach, and earned media reflects messaging around access to high quality ECE</p>

Priority 2

The Profession: The early childhood education profession exemplifies excellence and is recognized as vital and performing a critical role in society.

Key Strategies
<p>ECE & DAP Leadership Seminars</p> <ul style="list-style-type: none"> • Work with the Maine School Management Association, Maine Principals Association, DOE, and MRTQ PDN to develop a half day or full day leadership training for public school administrators on child development and high quality early learning.
<p>Conferences & Professional Development Workshops</p> <ul style="list-style-type: none"> • MaineAEYC supports 3-5 regional PD events • Annual statewide Conference & Policy Forum
<p>Annual Policy Agenda</p> <ul style="list-style-type: none"> • Licensing, QRIS • Apprenticeships and scholarships • ECE workforce policies • ECE Career Pathways development • ECE birth to school age compensation <p>Initiatives to Focus on in 2020</p> <ul style="list-style-type: none"> • <i>First 4 ME</i> • Scholarships and apprenticeships for ECE workforce • Plans for salary increases, with annual targets • Unified child care licensing rule • Birth to 5 data development
T.E.A.C.H. Scholarship Program
<p>Communications Plan</p> <p>Messaging around Power to the Profession, T.E.A.C.H., W.A.G.E.S., workforce report, WOYC, Fall Conference</p>

Priority 3

Organizational Advancement: MaineAEYC is a highly valued, credible and visible organization.

Key Strategies
<p>Communications Plan</p> <ul style="list-style-type: none"> • E-news, Social Media, Website • Educating general public on ECE, age span, quality, developmentally appropriate
<p>Communications Plan</p> <ul style="list-style-type: none"> • Earned media • Educating general public on ECE, age span, quality, developmentally appropriate, ECE workforce
<p>Fundraising & Development Plan</p> <ul style="list-style-type: none"> • Building relationships with businesses, organizations, and philanthropy
<p>Membership Plan</p>
<p>National & Statewide meetings, councils, and coalitions:</p> <ul style="list-style-type: none"> • Right from the Start • NAEYC (and national partner) webinars & calls • MaineSpark Coalition, Strong Foundations Track • Maine Together • Maine Roads to Quality Advisory Council
<p>Week of the Young Child (WOYC)</p>
<p>Maine ECE Day at the State House</p>

Priority 4

Organizational Excellence: MaineAEYC reflects excellence in all aspects of organizational health.

Key Strategies
Board Governance & Leadership
Finances, Fundraising & Development Plan <ul style="list-style-type: none"> • Building relationships with businesses, organizations, and philanthropy • Board members are active liaisons to community
ED & Staff Development
Membership Plan
Results-based and data-driven <ul style="list-style-type: none"> • Develops skills within organization and with partners in adaptive leadership, result-based accountability and results-based facilitation with a focus on disparities

Priority 5

Leadership & Innovation: MaineAEYC cultivates leadership and incubates innovative strategies that propel the field, profession, and systems of learning.

Key Strategies
Parent Ambassador & PA Alumni Program
ECE Policy Leadership Program
Coordinate State Team for NAEYC Public Policy Forum
Board & MaineAEYC Committee Member participation in NAEYC PLI and NAEYC Annual Conference
MaineAEYC Committees and Board recruitment