



Florida Association for the  
Education of Young Children



**FLAEYC**  
Annual Report &  
Strategic Plan  
Update  
2021

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# FLAEYC 2021 ANNUAL MEETING AGENDA

**Angela Tufts, President, Presiding**  
**October 23, 2020—9:00- 10:30 am, ET**  
**FLAEYC 2021 Annual Conference**

1. Welcome & Introductory Remarks – Angela Tufts, President
2. Review of Annual Meeting Agenda – Angela Tufts
3. Approval of Minutes from 2020 Annual Meeting – Norma Schwartz, Secretary
4. Annual Report & Strategic Initiatives 2021 – Chris Duggan, Executive Director
5. Remarks from the Division of Early Learning – Chancellor Matt Mears, Florida Department of Education
6. Building Better Business Partnerships – Heather Siskind, Immediate Past President  
*Insider's Guide to Creating Strong Relationships with the Community Around You*  
  
Panelists:
  - Antonio T. "Tony" Coley, Truist Financial Corporation
  - Eddie Gonzalez Loumiet, Ruvos
  - Corrie Melton, Greater Tallahassee Chamber of Commerce
7. Closing Remarks & Invitation to Next Session – Angela Tufts
8. Next Meeting – October 15, 2022, Jacksonville, FL

# FLAEYC 2020 ANNUAL MEETING MINUTES

**October 2020**

**Virtual Meeting**

- Heather Siskind, President, called the meeting to order at 10:00 am.
- Heather S. welcomed everyone to the meeting and introduced Board Members and guests.
- Approval of Annual Meeting Agenda: Mary Harper made the motion to approve the agenda. Raquel Diaz seconded the motion. All approved
- Approval of Minutes from 2019 Annual Meeting: Norma Schwartz, Board Secretary presented the minutes for approval. Raquel D. made the motion to approve the minutes. Sonia Meier seconded the motion. All approved.
- Shan Goff, Director for the Florida Office of Early Learning, provided words of encouragement and support for the early childhood education (ECE) community as we are all experiencing impacts of the pandemic.
- Celebrating Success Awards Showcase
  - Barbara Fink Award presented posthumously to Bill Ganza.
  - Outstanding FLAEYC Members awarded to Jackie Brooks, Donna Fong, and Melissa Stuckey.
  - FLAEYC Advocate of the Year awarded to Cara Cerchione and Juelie Perry-Schwartz.
- Champion for Children Award presented to Dave Lawrence, Children’s Movement of Florida. Mr. Lawrence spoke to the audience about the importance of advocacy and commitment to the ECE field.
- Special Speaker: Tabatha Rosproy , National Teacher of the Year  
Ms. Rosproy spoke about her journey as a ECE teacher and the importance of ECE teachers serving as Advocates for the ECE field.
- Chris Duggan, FLAEYC Executive Director presented the 2019 Annual Report, including 2019 Finance Statement and she then presented 2020-2023 Strategic Plan for review and comment.

- Emilu Alvarez made the motion to approve the Annual Report. Suzan Gage seconded the motion. All approved.
- Angela Tufts presented the 2020 Candidates and then introduced the final speaker, Jessica Lowe-Minor, League of Women Voters.
- Chris D. provided final remarks and encouraged everyone to attend the next session, Yogarate.
- Meeting adjourned at 11:30 am.

## FLAEYC AFFILIATE STORY: 2020-2021

COVID with its impact on Florida's early care and education community continued to impact FLAEYC over the past year. As we review our data from a variety of sources, including budget, membership numbers, requested services from our members, it is apparent that the pandemic has impacted this association along with our members and partners.

However, through effective strategic planning and working with our partners, we have been able to offer quality services and programs throughout the state. The Board is now working through the Board committees (Governance, Membership, Fund Development, Finance, and the Chapter Advisory Council) to review our data to set Year 2 Goals for the Strategic Plan and develop measurable outcomes for this year's activities.

The Year 1 Strategic Goals, as listed below, guided our work for this past year and through a variety of programs and services, we have met these goals.

### **GOALS FOR THE YEAR**

- Approve and implement strategic plan
- Complete a successful virtual conference
- Complete and implement diversity strategy
- Full implementation of Leadership, Equity, Advocacy Program
- Develop and implement a fundraising plan
- Board will be active and engaged as evidenced by assessment
- Committees will be active and engaged

### **STRATEGIC PLAN**

Beginning in late spring of 2020, the Board began working with a consultant to perform a Board assessment and then to develop a three-year strategic plan. Because of impact of Covid 19, instead of holding a face-to-face Board meeting to work on the strategic plan, we held a number of virtual meetings over a span of two months and by the Annual Meeting held at the 2020 Conference, the Board was able to present the three-year Strategic Plan to the membership.

### **VIRTUAL CONFERENCE**

FLAEYC's 2020 Conference was held virtually and although the revenue earned was less than originally budgeted, the responses from our after-event attendees' survey showed that the conference was indeed a success. They appreciated the content of the breakout session and the quality of our keynote speaker presentations. We are using the information gained from the survey to assist with the planning for the 2021 conference, also virtual.

An important element of our conference, Conference Scholarships to over 50 FLAIEYC members and non-members, generate an opportunity for developing a new Chapter as well as networking opportunities for new members. The scholarship recipients were invited to join initial networking calls that were facilitated by Raquel Diaz, a Board member as well as a Master Facilitator. She assisted them to form a Community of Practice, which then resulted in forming a New Member Chapter. From this effort, the group has formed a sharing network that utilizes the What's App and Facebook to support each other daily as they work in this challenging field of ECE.

### **LEADERSHIP, EQUITY AND ADVOCACY PROGRAM (LEAP)**

LEAP was developed by FLAIEYC to promote quality initiatives and services in a coordinated and systematic manner. All of our programs are focused on serving our members as well as helping the Board ensure every child has equitable access to high quality early education and care. The services include:

- Leadership FLAIEYC- This inaugural program provided attendees with four months of classes that include key leadership course work as well as Diversity, Equity and Inclusion classes utilizing a consultant experienced within this critical field.
- Pop-Up Summits- Our conference attendee survey indicated that members truly enjoy the opportunity to network and share on a face-to-face basis. As a way of meeting this interest, we held four Pop-up Summits around the state throughout the summer. Through financial assistance from sponsors, we lined up a full schedule of speakers all experienced in the overall topic of serving children in the post pandemic period. The comments that came back to us were that the attendees appreciated the fact that FLAIEYC brought trainers that usually are only seen at the state level to the local communities. We are already in the process of planning for the next round of Pop-up Summits.
- Accreditation Facilitation Program- This year was the "official" start of our AFP and we are well on our way to providing this service in a variety of methods. We have contracted with an experienced ECE professional to serve as our Quality Initiatives Specialist. We provided four webinars with NAEYC staff as the presenter, established a Director's Network for those either already accredited, in the process or interested in pursuing accreditation. We are also providing a monthly accreditation newsletter and a separate newsletter highlighting programs that are NAEYC accredited.

### **Fundraising Plan**

The Race for Resilience was our first fundraising effort and was a success on a couple of different levels. One of the goals was to continue our brand as supporters of the ECE community and this was the impetus for the title: Race for Resilience. Our theme focused on the resiliency of the ECE community and the fact that we know that our teachers and directors will recover as we all work together to help the programs recover. Through a combination of sponsors and participants in the race, we achieved our financial goals.

Facebook Giving Program- We also were successful with our first effort with this Facebook Giving program. We will incorporate this effort in our fundraising plan for the 2020-2021 year.

### **Board Assessment and Committee Engagement**

The Board Assessment, performed prior to the strategic planning, indicated a high level of satisfaction and understanding of Board processes and efforts. This information was useful during the summer Strategic Planning and helped the Board work effectively together to determine our challenges, opportunities, and activities that they want to accomplish this year. Additionally, during this meeting, the Board set up goals for each committee and also set up a new committee- Membership.

### **CONCLUSION**

In review of 2020, while we have struggled with diminishing revenue and lower membership, we have been able to transition into this next year with strong state partnership relationships, an ongoing and growing social media presence that shares our chapters' activities and messages as well as a perspective that "FLAEYC is very active and engaged in the ECE community", a statement that we continue to hear from the ECE community.



**FL ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN**  
**Statement of Financial Position**  
As of December 31, 2020

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 BOA Operating CK 8555	34,911.44
1015 BOA (Conference) 3860	30,519.96
1020 BOA Fundraising 7713	7,058.52
1025 BOA Savings 4609	235,770.48
<b>Total 1000 Cash</b>	<b>\$ 308,260.40</b>
<b>Total Bank Accounts</b>	<b>\$ 308,260.40</b>
<b>Accounts Receivable</b>	
1110 Accounts Receivable	8,633.00
<b>Total 1110 Accounts Receivable</b>	<b>\$ 8,633.00</b>
<b>Total Accounts Receivable</b>	<b>\$ 8,633.00</b>
<b>Other Current Assets</b>	
1299 Undeposited Funds	0.00
1400 Other Assets	0.00
<b>Total Other Current Assets</b>	<b>\$ 0.00</b>
<b>Total Current Assets</b>	<b>\$ 316,893.40</b>
<b>TOTAL ASSETS</b>	<b>\$ 316,893.40</b>
 <b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 Accounts Payable	0.00
<b>Total 2000 Accounts Payable</b>	<b>\$ 0.00</b>
<b>Total Accounts Payable</b>	<b>\$ 0.00</b>
<b>Credit Cards</b>	
2010 BOA MASTERCARD	5,195.68
<b>Total Credit Cards</b>	<b>\$ 5,195.68</b>
<b>Other Current Liabilities</b>	
<b>Total 2100 Accrued Liabilities</b>	<b>\$ 0.00</b>
<b>Total Current Liabilities</b>	<b>\$ 5,195.68</b>
<b>Total Liabilities</b>	<b>\$ 5,195.68</b>
<b>Equity</b>	
3010 Unrestrict (retained earnings)	230,669.75
Net Income	81,027.97
<b>Total Equity</b>	<b>\$ 311,697.72</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 316,893.40</b>

**FL ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN**  
**Profit and Loss**  
January - December 2020

		<b>Total</b>
<b>INCOME</b>		
4000 Revenue from Contributions		
4010 Individual Contributions		1,655.00
4030 Conference Sponsorships		41,500.00
<b>Total 4000 Revenue from Contributions</b>	<b>\$</b>	<b>43,155.00</b>
5000 Chapter Deposits		24,800.00
5100 Revenue from Programs		
5110 Conference Registrations		36,052.00
5130 CEU Income		14,899.91
<b>Total 5100 Revenue from Programs</b>	<b>\$</b>	<b>50,951.91</b>
5125 Fundraising		305.00
5175 Charitable Donations		22,713.96
5210 Membership Dues- Individuals		51,328.30
5310 Interest Income		174.51
5311 Conference Revenue (Insurance)		149,361.56
5315 Miscellaneous Income		2,342.17
<b>TOTAL INCOME</b>	<b>\$</b>	<b>345,132.41</b>
<b>Gross Profit</b>	<b>\$</b>	<b>345,132.41</b>
<b>EXPENSES</b>		
7200 Salaries and Benefits		
7210 Salaries		60,000.00
7230 Payroll Taxes		4,590.00
7240 Payroll Services		152.00
<b>Total 7200 Salaries and Benefits</b>	<b>\$</b>	<b>64,742.00</b>
7500 Contractual Services		
7510 Accounting Fees		5,740.00
7515 Executive Director		3,750.00
7518 Administrative Services		9,032.75
7525 Bookkeeper Fees		22,727.75
7530 Professional Fees		6,000.00
7540 Other Professional Fees		400.00
7550 Shared Services		65,317.41
<b>Total 7500 Contractual Services</b>	<b>\$</b>	<b>112,967.91</b>
8200 Facility & Equipment Expenses		
8210 Rent		525.00
<b>Total 8200 Facility &amp; Equipment Expenses</b>	<b>\$</b>	<b>525.00</b>
8300 Travel & Meeting Cost		
8310 Travel, Meals & Lodging		2,296.97
8320 Conference & Registration		495.00
<b>Total 8300 Travel &amp; Meeting Cost</b>	<b>\$</b>	<b>2,791.97</b>
8500 Program Expenses		
8502 Professional Development		306.00
8510 Dues & Subscriptions		843.00

8515 Sponsorship		2,500.00
8518 Award Cost		400.65
8520 Advertising		70.00
8530 Annual Software Expense		6,490.04
8535 Event Management		15,527.67
8504 Scholarships		6,962.00
8550 Other Expenses		4,355.63
<b>Total 8500 Program Expenses</b>	<b>\$</b>	<b>30,492.99</b>
8580 Conference Registration Refunds		
8590 Sponsor/Exhibitor Refunds		-975.00
<b>Total 8580 Conference Registration Refunds</b>	<b>-\$</b>	<b>975.00</b>
8620 Organizational Expenses		4,288.29
8625 Bank Service Fee		517.10
8628 Pay Pal Expense		131.96
8635 Insurance Expense-Liability		4,637.00
8650 Technology Costs		3,071.68
8655 Accounting Software Expense		939.00
8660 Supplies		473.96
8665 Communication		27,074.50
8670 Postage		1,246.35
8675 Printing and Copying		599.51
8687 Chapter Financial Assistance		3,266.65
QuickBooks Payments Fees		351.57
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>264,104.44</b>
<b>Net Operating Income</b>	<b>\$</b>	<b>81,027.97</b>
<b>NET INCOME</b>	<b>\$</b>	<b>81,027.97</b>

Tuesday, Jan 19, 2021 06:17:27 AM GMT-8 - Accrual Basis

## STRATEGIC PLAN UPDATE

The following items were developed by the Board for its 2020-2023 Strategic Planning.

### **FLAEYC STRATEGIC INITIATIVES**

#### **I. HIGH-QUALITY EARLY LEARNING**

Children birth through age 8 have equitable access to developmentally appropriate, high-quality early learning.

#### **II. THE PROFESSION**

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

#### **III. ORGANIZATIONAL ADVANCEMENT**

FLAEYC is a highly valued, credible, and visible organization.

#### **IV. ORGANIZATIONAL EXCELLENCE**

FLAEYC reflects excellence in all aspects of organizational health and vitality.

### **THREE YEAR GOALS: 2020-2023**

GOAL 1: Improved recognition of importance of availability and accessibility of high-quality early childhood programs.

GOAL 2: Support the quality improvement efforts of childcare centers by providing technical assistance and support.

GOAL 3: Increase a diverse membership base.

GOAL 4: Improve the association's infrastructure and governance structure.

GOAL 5: Increase training through LEAP.

### **YEAR 1: OCTOBER 2020-SEPTEMBER 2021**

- Approve and implement strategic plan.
- Complete and implement diversity strategy.
  - Engaged Conference Scholarship Recipients in meaningful way led to the creation of new Chapter designed to welcome and engage new members to the organization

- Launched pilot cohort for Leadership FLAIEYC May 2021; Graduation ceremony held October 2021; launching Class 2 in Spring 2022
- Determined need to create better system to collect membership data (currently voluntary and/or through NAEYC profile)
- Board will be active and engaged as evidenced by assessment.
  - Completed in July 2021; 86% participation
- Complete a successful virtual conference.
  - 379 registrants
  - Generated \$36,500 cash + \$9,500 in-kind sponsorships
- Full implementation of LEAP.
  - Accreditation Facilitation Program launched in April 2021
  - Leadership FLAIEYC launched in May 2021
  - Summer Summits launched in June 2021
- Develop and implement a fundraising plan.
  - Race for Resilience held during Week of the Young Child; raised over \$11k
- Committees will be active and engaged.
  - Established five committees with broad Board representation plus others; met at least monthly; Determined need for one more

**NEXT STEPS: YEAR 2: OCTOBER 2021-SEPTEMBER 2022**

*Membership Outreach*

- Perform assessment of membership and non-members' needs, interests and concerns related to ECE field and membership in FLAIEYC.
- Utilizing this data and information, develop a multi-year membership engagement, retention, and recruitment plan, including measurable objectives and outcomes.
- Integrate focus on supporting Emerging Leaders, Young Professionals and DEIB into all activities and strategies.
- Ensure that Chapters, both regional and statewide, are included in membership engagement, retention, and recruitment plans

*Finance & Contracts*

- Review and evaluate current banking services
- Review Finance and Governance Policies

- Review and analysis of current revenue streams.
- Review and analysis of current contracts

#### *Fund and Resource Development*

- Develop the annual fund development plan with measurable outcomes and including outreach and messaging plan.
- Implement two fundraising activities on an annual basis, possibly including an End of Year Giving Campaign and a Spring event such as a statewide race or other campaign.
- Improve the donor and fund development system by developing a diversified donor data and management system.
- Integrate outreach to Emerging Leaders, Young Professionals and Diverse communities in the fund development plan.

#### *Governance*

- Develop process to format monitoring of strategic plan goals and activities
- Review and update Governance Policies, specific to board and committee responsibilities
- Develop Procedures, supporting adherence to Governance Policies
- Develop protocol for Board and Committee meetings

#### *Advocacy and Public Policy*

- Develop FLAEYC Advocacy and Policy Statement and disseminate throughout the state.
- Implement communication and advocacy plan in response to legislative actions, including emerging leaders, young professionals as well as members from diverse communities.
- Develop a plan, including a variety of partners, to elevate the understanding or importance of high quality ECE and advocacy,
- Ensure that FLAEYC members and leadership is engaged in legislative policy activities and the rulemaking process.

#### *Executive: Leadership*

- Ensure all members are informed about nomination process and that the Candidates slate reflects the diversity of the Florida membership.
- Provide an intentional Board Orientation process, including Peer Mentoring, Orientation for new Board members and Mentoring for President Elect member.
- Ensure that FLAEYC committees and LEAP activities will include and implement a focus on Emerging Leaders, Young Professionals and DEIB.

## NEW INITIATIVE: DEVELOP PARTNERSHIP WITH FFCCHA

Purpose: For FLAIEYC and FFCCHA to work together in partnership with the purpose of increasing quality in Family Childcare Homes by supporting providers in pursuing and achieving NAFCC accreditation.

Goals:

1. Formation of Community of Practice for Family Childcare Home Providers to support them in achieving NAFCC accreditation.
2. Spotlight on Accredited Family Childcare Home Providers to highlight the achievements of accredited Family Childcare Home Providers
3. Webinar Series for Family Childcare Home Providers on Accreditation to provide training and guidance

We are excited about this bold new plan and the outcomes we expect to achieve. We invite you to join our efforts by contacting Chris Duggan at [CDuggan@FLAIEYC.org](mailto:CDuggan@FLAIEYC.org).



**FLAEYC benefits children and families by  
providing leadership, advocacy and  
professional development  
for early childhood professionals.**



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