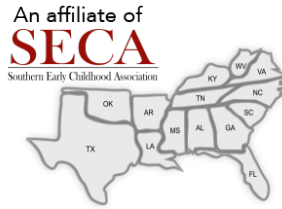




Florida Association for the
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EXECUTIVE DIRECTOR’S REPORT, DECEMBER 2018

➤ **MEMBERSHIP UPDATE- 2018**

Month	NAEYC Total Membership	New Members	Renewed Members
January	2171	159	92
February	2231	135	67
March	2199	158	70
April	2257	147	78
May	2279	200	80
June	2498	125	60
July	2551	143	52
August	2662	175	83
September	2724	163	54
October	2736	223	137

❖ **SECA Members- 335**

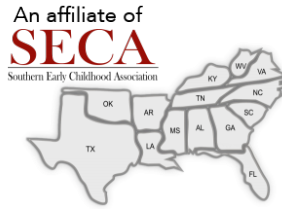
❖ **FLAEYC Members Total- 3061**

❖ **RETENTION RATES: 2018 NAEYC Membership data.**

Due Dt/Exp Dt.	#Due	#Renewed	Retention Rate
January	198	97	49%
February	207	122	58%
March	207	106	51%
April	205	123	60%
May	232	153	95%
June	240	158	83%
July	217	114	52%
August	261	145	56%
September	223	106	53%
October	182	74 3	66%
November	196	44	22%
December	166	34	20%
Totals	2,534	1,276	50%



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❖ **NAEYC Membership Fees- 2018-** Data is provided via NAEYC Membership data page.

Month	Total
Jan	3,865.00
Feb	5,654.40
March	4,978.00
April	6,110.18
May	4,853.00
June	7,706.83
July	5,061.29
Aug	5,413.33
Sept	6,233.84
Oct	4,748.21
Nov	4,321.00
Total	58,945.08

❖ **SECA Membership Fees- 2018-** This information is provided in the Fiscal Reports.

➤ **FUND DEVELOPMENT**

NAEYC invited Florida AEYC, along with 21 other Affiliates to apply for an Advocacy Grant, with an expected award amount of \$25,000. On Friday, Dec. 7 we were notified that we were not funded. We have requested the review and scoring information.

Working with the Public Policy and Advocacy Committee (Rebecca McKeller, Mary Harper, Rebekah Reneke), we developed the grant application and submitted by the specified deadline. Although we weren't funded, the Advocacy Plan that was developed for the grant has elements that we will be able to implement over the next year.

➤ **STATE PARTNERSHIPS**

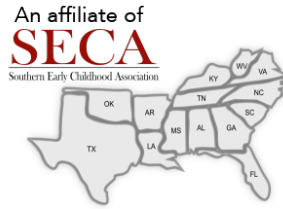
❖ **Early Learning Disaster Relief**

As approved by the Board, FLAEYC has joined the Early Learning Disaster Relief project, including a \$1,000 contribution to the fund. I have participated in the Steering Committee calls and the wrap up information for the last call (Dec. 7) included the following details:

- OEL will be assisting with provision of mental health services.
- ELC Big Bend: Board has approved \$10,000 to be applied to the Hope and Recover Plan (HARP) for mental health counselling and possibly creation of the trauma kits.



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- Head Start provider will meet to share their needs, concerns, etc.
- ELC NW Florida: received approval for \$10,000 from the Rosemary Beach Foundation to be used towards mental health services and trauma kits.
- DCF is working with team members to get them out to the affected areas with laptops, hot spots-internet access, and printers.
- Application Status: Plan to share applications with the Steering Committee for guidance/feedback so that we can hopefully start awarding small grants soon.
- Ideas/Projects:
 - FACCM: Creation of Press Release to be distributed to partners, who can share locally also FACCM would like a marketing type flyer of "wish list" items (rugs, manipulatives, paints, paper, etc.) that can be shared with vendors and others during the holiday season (Jinan will work on this)
 - FCCHA: Knows of a local carpet store and will reach out to them for possible donations
 - Kaplan: Taking the idea of providing some classroom rugs up to corporate. Also, has meeting with Nemours Bright Start next week and will discuss the FELDR program with them. He will share what he hears.

The Steering Committee calls are held Friday afternoon at 4:00 pm.

❖ **PRITZKER PLANNING GRANT**

FLAEYC has been asked to join a conference call regarding a Pritzker Planning Grant, to be held Wed. Dec. 12 at 9:00 am. The Planning Grant competition will offer \$100,000 Planning Grants for five to 10 states for the purpose of developing:

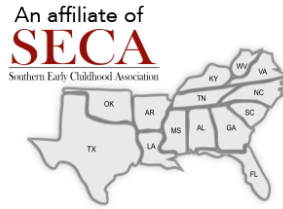
- A collaborative of state- and community-level partners inside and outside of government committed to increasing investments and improving policies and systems related to children prenatal to age three and their families;
- A prenatal-to-age-three policy agenda; and
- An action plan to move forward and execute elements of the proposed policy agenda.

➤ **CHAPTER RELATIONS**

- STUDENT Chapter has held their first conference call and signed their Chapter Agreement. The Board has been asked to approve this Chapter based on the signed agreement.
- Rebekah Reneke, Chapter Advisory Council Chair will begin serving January 2019 and will set up the Council Meetings at that time.



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➤ **NAEYC Conference**

As approved by the Board, Pam Parmenter, Heather Siskind and I attended the Affiliate Leadership Day along with the NAEYC Conference, held in Washington D.C. Nov. 14- 17. The Affiliate Leadership Day focused on Inclusivity and Diversity, reviewing the results of the HPIO Institute that was held this past summer.

On Thursday, I attended the Affiliate Staff meeting where Fund Development, Membership Outreach (recruitment, renewal and engagement) and Public Policy activities and ideas were discussed. From a reference provided at this meeting, I am now reading the “The Art of Membership- How to Attract, Retain and Cement Member Loyalty” by Sheri Jacobs, CAE. Membership Outreach ideas and concepts from this author will be useful to FLAEYC as we develop our Membership Outreach plan and activities.

Heather, Pam and I attended the NAEYC Annual meeting at which time the NAEYC Annual Report was presented. Additionally, there was discussion regarding development of metrics for HPIO, including improving inclusion and diversity with Accreditation, Emerging Leaders, Membership, Board and Staff Members as well as within the Affiliate structure.