

**The Strategic Direction Plan for The
Minnesota Association for the Education of Young
Children**

December 2000 to December 2003

**Approved by the MnAEYC Board of Directors
December 8, 2000**

Minnesota Association for the Education of Young Children

Mission: To promote the professional growth and development of those who are committed to the care and education of young children.

Vision: All Minnesotans will be invested in developing the full potential of every child.

Goals

MnAEYC will:

1. Work to achieve appropriate compensation for those who care for and educate young children.
2. Expand, diversify and improve services to membership.
3. Increase and diversify its revenues.
4. Expand its public education and public policy efforts.
5. Expand services to our professional field.

Who We Are : The Minnesota Association for the Education of Young Children is a nonprofit association of over 1,500 professionals in Early Childhood Education and related fields working together on behalf of young children and their families. We are an affiliate of the National Association for the Education of Young Children (NAEYC), which represents more than 100,000 members nationwide.

Guiding Values of MnAEYC We believe:

1. Children develop in the context of families. We will support families and strengthen children's development.
2. Learning begins before birth, and the years from birth to age eight shape the course of later intellectual, emotional, and physical development. Therefore, high standards of preparation, competence, and professional ethics in the field of early care and education are critical
3. All children deserve high-quality care that is warm, nurturing, and responsive to their individual needs.
4. Children have the right to be safe and feel protected. Adults who care for children have the responsibility to ensure children's physical and emotional safety.

5. Children need a sense of belonging and have the right to a developmentally and culturally appropriate learning environment.
6. Children's needs are best met by adults whose needs are met. People who educate and care for young children need access to professional development and appropriate compensation and deserve society's respect, support, and resources.
7. Professionals in the field of early care and education must work together on behalf of children and families in order to effect change.
8. Children are directly affected by changing social forces. Adults have a responsibility to advocate for social change in children's best interest.



Operating Principles of MnAEYC

Membership Services

MnAEYC:

1. Strives to provide services that members identify as important and works to keep the services affordable.
2. Provides members with information related to professional ethics, current issues, and research in the field of early care and education through publications, conferences, and position statements.
4. Promotes full member participation and encourages the leadership and professional development of members by offering multiple opportunities to serve the Association.
5. Fosters the diversity of membership, board, and staff to reflect the diversity of our profession. Supports the networking and collegiality of members, and helps to mentor the professional growth of people new to the field.
6. Empowers members to speak as one voice for children.

Staff and Volunteers

MnAEYC:

1. Cultivates an environment which supports learning and innovation, challenging staff and volunteers to further MnAEYC's mission.
2. Provides a mutually respectful working environment for all staff and Association volunteers.
3. Is guided by the principle that staff and volunteers are essential to successful operation. Therefore, MnAEYC recruits, trains, and seeks to retain high-quality staff and volunteers.

4. Strives to offers salaries and benefits to its staff that are fair and competitive.
5. Works to expand volunteer inclusion in its operations by offering the resources and support necessary to facilitate volunteers' involvement.

Finance

MnAEYC:

1. Operates within a balanced budget and will not incur long-term debt.
2. Works to develop and expand its revenue sources.
3. Uses commonly accepted and approved financial practices.
4. Keeps membership informed of its financial status.

Operations

MnAEYC:

1. Maintains an independent nonprofit status, but will enter into partnerships and collaborations with other organizations to better carry out its objectives and mission.
2. Strives to ensure that all of its activities are accessible to all current and potential members.
3. Offers many individuals opportunities to participate in publications, programs, and decision making.
4. Assesses progress on and updates its strategic plan at least annually.



Goals

MnAEYC:

- 1. Will work to achieve appropriate compensation for those who care for and educate young children.**

Strategies:

- a. Increase public and legislative awareness of the linkages between compensation, quality of early care and education, and long term benefits or risks to society by sponsoring informational forums in several communities throughout Minnesota.

Action Steps:

1. Region directors plan cooperatively with chapter presidents.
2. Schedule at least one forum within first quarter of new year.

- b. Identify and collaborate with all groups and organizations who are invested in achieving appropriate compensation for caregivers and educators by lending our name and resources to enhance these efforts.
- c. Educate members on effective advocacy strategies.
- d. Organize awareness and advocacy efforts with policymakers.

2. **Will expand, diversify and improve services to membership.** Strategies:

- a. Identify, use, and expand connections within regions to increase and strengthen membership to reflect the diversity of Minnesota children and families.

Action Steps:

- 1. Create promotional kit to market our association.
- 2. Implement existing MAG grant.
- 3. Create worksheet to help board members connect with members within their region.
- 4. Continue roundtables in each region to examine concerns, utilizing existing conferences, committees, and groups.
- 5. Increase student involvement in chapters and/or committee work.

3. **Will increase and diversify its revenues.**

Strategies:

- a. Strengthen financial management infrastructure.

Action Steps:

- 1. Revamp bookkeeping system. (Deb, Norma, Janine)
- 2. Bill vendors (grantors) on more regular basis. (Deb)
- 3. Check for missed billings. (Deb, Janine)
- 4. Add administrative fee to grant proposals. (Staff)
- 5. Form Finance Committee. (Diana)
- 6. Assess conference design to generate more income. (Conference Committee).
- 6. Look at structure for Midwest conference. (Governing Board, Executive Committee, and Planning Committee)

- b. Build donor base.

Action Steps:

- 1. Institute MnAEYC Board giving. (Finance Committee)
- 2. Create solicitation letter. (Deb, Peggy)
- 3. Add donation option to conference/membership forms. (Conference/Membership Committees)
- 4. Form Friends of MnAEYC Circle. (Finance Committee)

4. **Will expand its public education and public policy efforts.**

Strategies:

a. Inform and educate members about how to advocate for young children, including the sharing of personal stories about the impact of public policies on young children.

Action Steps:

1. Locate existing information.
2. Use website, e-mail, workshops, and publications to disseminate information.
3. Publicize access to information, networks, and stories.
(Board members, committee members, and chapter leaders with staff assistance – ongoing with special emphasis during legislative session)

b. Build coalitions with individuals, parents, programs, and organizations to advocate on behalf of young children.

Action Steps:

1. Compile information, links, and networks to serve as information clearinghouse about other related organizations and networks. (Board members, committee members, staff)

c. Work to inform the public of the real costs of caring for and educating young children.

Action Steps:

1. Compile information on this issue.
3. Create charts and graphs to communicate with members and the public during 2001 legislative session.

5. **Will expand services to our professional field.**

Strategies:

a. Present a conference for emerging leaders during Week of the Young Child.

b. Develop an accreditation support project.

c. Support the development of a comprehensive system of early childhood professional development.