



Rochester AEYC: 2011-2012

Executive Summary: Co-President's Report

August 29, 2012

Lynn Lubecki, Theresa Cummings, Co-Presidents

Wanda Arnold, President Elect

Strategic Planning

Our year began with a Strategic Planning session for the board led by Darlene Ryan, Director of Quality and Risk Management at Hillside Family of Agencies, and Jonathan Maurer, Executive Director of Information Security at RIT, at the Emergency Operations Center at RIT. Darlene helped us update our mission and vision, resulting in three Key Focus Areas that now serve as our compass. Jonathan defined in detail the role of a Board, reinforcing the importance of understanding our legal and ethical responsibilities as members of the Rochester AEYC Board.

The result of this planning session will be integrated into our organizational operations with a Work Plan template shared by Jennifer Leonard, Chief Executive Officer of Rochester Community Foundation. It is the template her agency uses to ensure that the efforts of the organization are connected to the Key Focus Areas, the Vision, the Mission, and serve the key stakeholders and partners targeted. This template has been adopted for our organization as a whole, as well as by committees to ensure that all KFAs are being supported and considered from Co-President to Co-President, and Committee Chair to Committee Chair.

Key Focus Area Updates

KFA 1: The Key Result Measures for this committee were to strengthen relationships with relevant stakeholders over the next 12 months, create needed policies and procedures by the end of May, and store and share them in an accessible, electronic location. The tasks were accomplished with these activities:

- Consolidated forms and critical documents in Google Docs.
- Procedures and policies created and filed in Google Docs.
- Job descriptions in the electronic folder in Google Docs.
- A revised Rochester AEYC Organizational Chart was created and distributed at the Full Board meeting in the Fall.

Key Result Measure and Key New Strategies are under development by the Committee for 2012-2013.

Members: Wanda Arnold, Theresa Cummings, Wendy Mendola, Sandy Auriemma.

KFA 2: Key Result Measures included increasing exposure in the community by participating in various community events over the past year. This was accomplished with a booth at the Lilac Festival, the WXXI Sid the Science Kid event downtown. Wendy Mendola and Theresa Cummings are featured on our website donned in their aprons and hats at the WXXI event!

KFA 3: The Key Result Measures in this focus area were to get member input and to increase use of technology. Lisa McCabe, Jacqueline Lindauer, Jeanne Loysen, and Brigid Daly Wagner

worked with the Executive Committee to create a Survey Monkey to obtain input on current and preferred technology use and topics. Results indicated that a significant number of those who participate in the organization are 50 years of age and over. This KFA also required that a dedicated position or committee be created who was dedicated to updating new technologies. Two such positions were created by the Executive Committee to ensure technology was updated: Assistant to the Executive Committee, and a Communication Chairperson.

A Twitter account was added (@RochesterAEYC) in August, 2012, and Lisa Murphy, Secretary, is promoting the organization. Facebook is up to date; friends are growing. Kelly Mullaney, our website designer, was contacted and asked to create a Donate button and help us establish a PayPal account. Preliminary results have indicated that we are interacting with a demographic between 25 and 45 years old (FB demographic report).

Over this past year, the understanding of the how to post on the website and make connections to the other forms of social media (Twitter, Facebook, Gmail) has been deepened, and Social Media procedures are being written to ensure consistency.

Programs and Fundraising

Conference Sponsorship: Our year began with co-sponsorship of two important conferences. "*Expanding Inclusive Opportunities for Toddlers- Weaving Our Paths Together*", a free, high quality conference was funded with federal ARRA funds. The two day conference was organized by the Monroe County Early Intervention Program and Rochester AEYC's Inclusion Committee and presented a nationally known speaker, structured opportunities for sharing, feedback and planning for future action. The other conference co-sponsored with the Early Educators Network and the Council of Child Care Administrators presented a leadership development program for Leaders in Early Care and Education at all levels. Support for this conference was received from the Child Care Council and QualitystarsNY and has also generated continued opportunities for its participants to develop.

REERS: The fall event of the Rochester Early Educators Retreat Series (REERS) was a success! The REERS Committee, led by Kelly Giudice, worked tirelessly with Suzanne Kolodziej to create an event that highlighted the importance of integrating art in preschool classrooms. The workshop was hands on, and the energy in the room contagious. Feedback from the event was positive for both the content and the format. Net profit was almost \$900.00.

Professional Development Workshops: The PD Committee, led by Barbara Segel and Jeanne Loysen, organized an amazing season of 8 afternoon and evening staff training events at various locations throughout our area with the theme of special education inclusion in preschool programs. Each event was well-attended, and the increase in fees helped to generate \$1,322 this year. Special invitations were extended to students and teachers of CDA and college programs to attend our professional development activities. A detailed report is available from the Program Committee and in the Financial Report.

Professional Development Co-Chairs are needed for the upcoming year. One volunteer has been recruited to conduct the administrative aspects of each program for the upcoming year. A survey is being created for the following PD year (2013-2014) asking members for their training needs and if they'd like to conduct a professional development workshop. This will continue to develop over the upcoming months. The goal is to have a PD program set up by November, 2012.

Membership: With several creative initiatives membership was increased almost 5%.

RAEYC Raffle: Because it was necessary to cancel the spring REERS event, a raffle event was designed and organized by the executive committee in order to raise needed funds and awareness of our need. The Raffle generated \$1,630 in income with \$0 in expenses since all prizes were gifts-in-kind.

Next Year: As a consequence of this year's experience, a decision was made to focus volunteer fundraising and conference size program efforts on one larger event in 2013, combining Spring Seminar and the old Fall Conference. The result will be a two day conference with the Reggio Emilia Approach as the conference theme. This effort is being led by Kathy Burton and will take place March 8 & 9, 2013, at the Strong Museum. Conference title is "*A Kaleidoscope of Possibilities: A Reggio Emilia Inspired Conference*".

Rochester AEYC Speaker's Bureau: During the winter of 2012, an old idea was refreshed. The creation of a PD presenter resource pool was presented and approved by the Board. This year income was generated by professionals on the Board for Rochester AEYC in the amount of \$200 resulting from PD workshops conducted in the community.

Successful Collaborations

New York State AEYC: Spring Seminar hits the road, shuffling off to Buffalo, New York. This year, in a very clever innovation, the Spring Seminar Committee created a collaboration with our sister affiliate, NYS AEYC for a spectacular session on the *Power of Interactions*. This session, lead by Amy Laura Dombro, one of the authors of *Powerful Interactions: How to Connect with Children to Extend their Learning* (Dombro, Jablon, & Stetson, 2011), presented to over 60 participants at the NYS AEYC annual conference following a panel discussion about Powerful Interactions. This new format was well received. Additional collaborators included Rochester City School District, Children's Institute, Early Educators Education Quality Council, Council of Childcare Administrators, and Child Care Council, Inc.

Rochester Children's Film Festival. Building on our support during the entire 6 year history of the festival, this year, Rochester AEYC again took on the fiduciary responsibility for the Rochester Children's Film Festival. The Arts Council, Inc. generously supported the Rochester Children's Film Festival through grant funding. The collaborative was a success, and included many different organizations including the Monroe County Library System, Rochester City School District, the Children's Institute, Inc., Child Care Council, Inc., and Rochester Childfirst Network. This year ___ children enjoyed films that are tasteful, safe, and entertaining, including clips that young people from our community created. What a successful kick off we had at Cornell Cooperative Extension, Rochester AEYC's home site!

Child Care Council, Inc. Conferred with the CEO of Child Care Council, Inc. to brainstorm ways to collaborate with them to make Rochester AEYC stronger. With the goal of providing better access to providers across county lines; quality training, additional space for meetings and volunteers for the Rochester AEYC Board.

Rochester Institute of Technology. RAEYC and Dr. Jennifer Schneider of Rochester Institute of Technology have collaborated on an effort to assess and improve emergency preparedness in early care and education centers and family care homes. The federal grant examines how early childhood centers and family childcare homes are part a of the critical infrastructure of our community with regard to emergency response and planning. RAEYC, Child Care Council, Inc., CCCR, ECEQC, and possibly the Children's Institute, Inc. will assist RIT in reaching the targeted audiences in Monroe and surrounding counties.

United Way of Rochester. Rochester AEYC joined the ROC the Day effort that will take place on 12-12-12 through the United Way of Rochester as a way to raise both awareness and funding to allow Rochester AEYC to fulfill their mission. ROC the Day! is an online fundraising campaign designed to reach out to our younger population, 20-35 years old, which is in alignment with our Key Focus Area 2 (KFA2).