

# WAEYC

## Governance Orientation Roles and Responsibilities



JULY 2011

# WAEYC



Promoting Excellence in Early Learning

ABOUT US  
NEWSLETTER

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- Membership
- Public Policy
- Professional Development
- En Español

Save the Date: WAEYC's 35th Annual Conference, October 27-29, 2011 in Bellevue!

Follow Us!



#### WAEYC's Spanish Conference

On June 25, 2011, WAEYC will host the 2nd Annual Conference entirely in Spanish in Mount Vernon, WA for Professionals in Early Childhood Education. [Click here](#) to learn more.

\*[Click here](#) for the Registration form/Formulario de Inscripción\*

**WAEYC Online Training**  
[Click here](#) for free online inclusion training.

**Job Opportunities!**  
[Click here](#) for WAEYC and other job openings.  
\*6 Postings!\*



**\*\*STARS\*\***



#### Washington Association for the Education of Young Children (WAEYC) is:

- Dedicated to providing quality professional development opportunities that are affordable.
- An advocate for equitable compensation for staff in our profession.
- Committed to providing and supporting education that is inclusive, culturally relevant and promotes anti-bias.
- A voice for high quality care, education and support for all young children and their families by participating in legislative action and public awareness.
- An active participant and leader, coordinating efforts with other professionals and community groups.

[Click here](#) to learn more

#### Information About:

- [NAEYC](#)
- [Accreditation](#)
- [Membership](#)
- [Public Policy](#)
- [Washington STARS](#)
- [ECE Community](#)
- [WAEYC Board](#)
- [WAEYC Staff](#)
- [Job Openings](#)

#### Information For:

- [Members](#)
- [Teachers](#)
- [Families](#)
- [Higher Education](#)
- [Students](#)
- [Affiliate Groups](#)

This is us!

[www.waeyc.org](http://www.waeyc.org)

# Navigational Tools



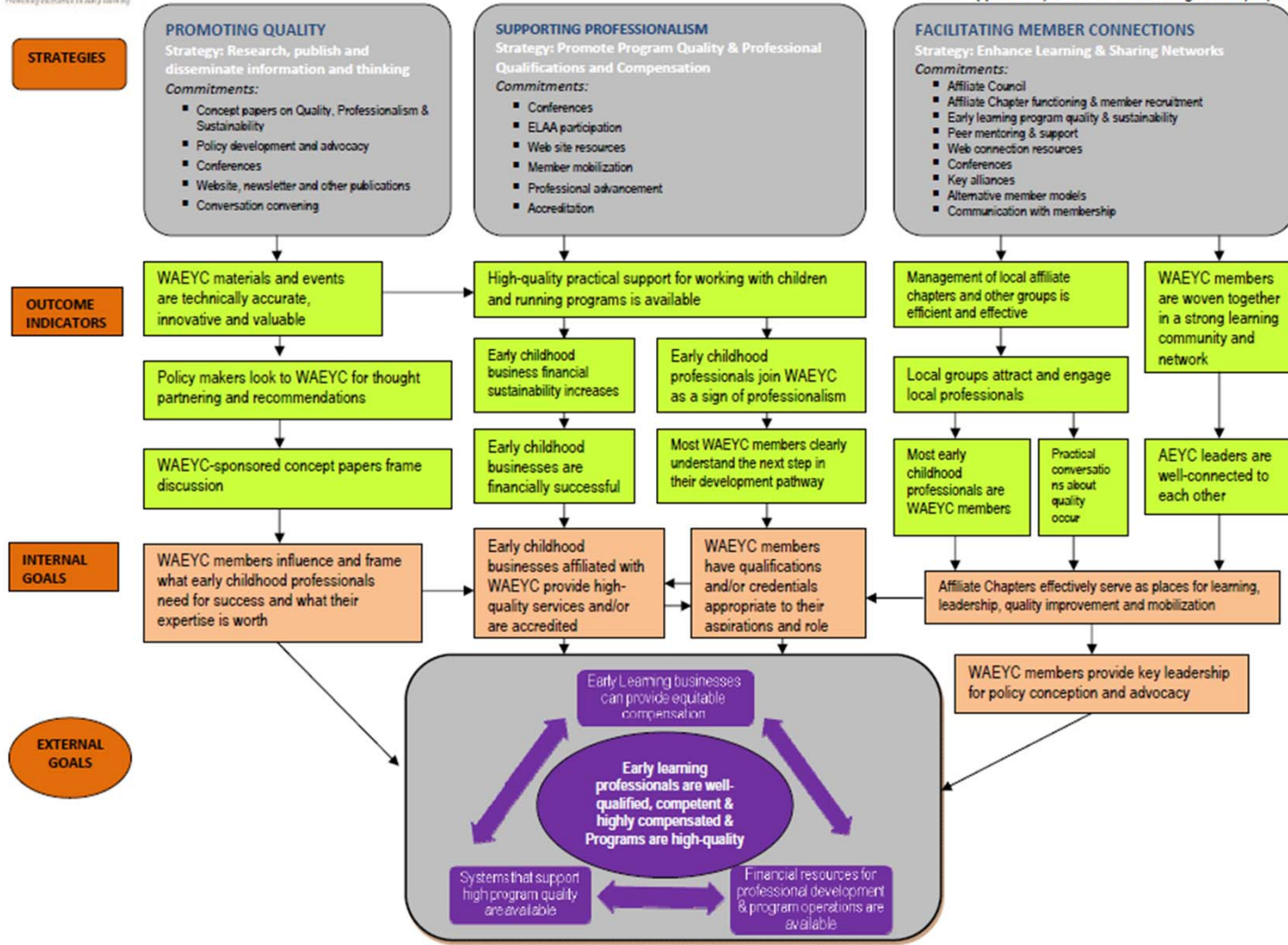
- Our Theory of Action shows what WAEYC is doing to meet our customers' needs
- Our Strategic Plan describes the objectives and actions necessary to bring about our Theory of Action
- Other tools include bylaws, articles of incorporation, policies, and committee plans

# Theory of Action



Revised Theory of Action 7/2010

Approved by the WAEYC Governing Board 7/17/10



# Strategic Plan

Approved by the WAEYC Governing Board 7/17/10

WAEYC's 2010-2013 Strategic Plan describes objectives and actions necessary to bring about our Theory of Action.

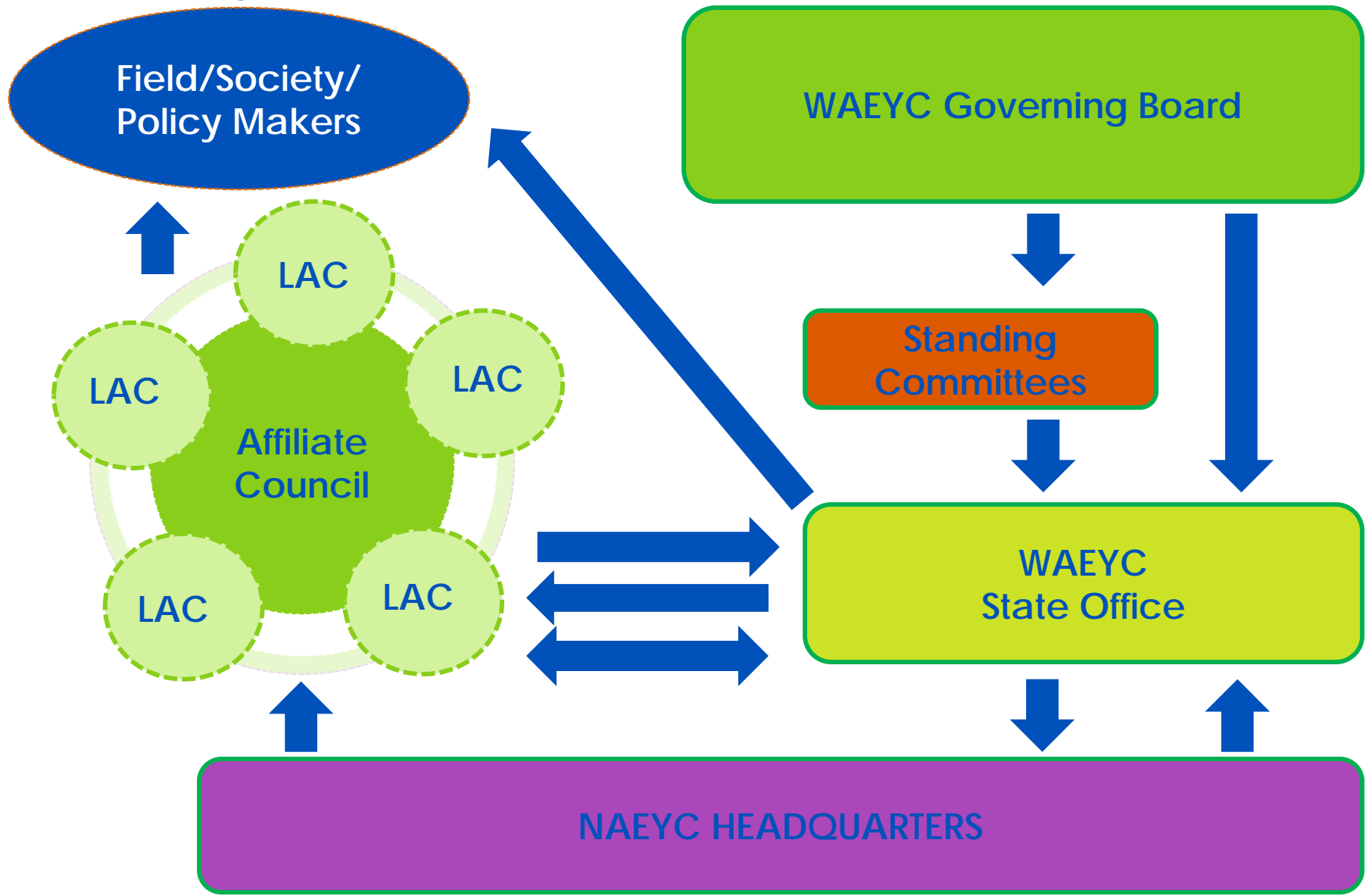
Objective	Actions	Milestone	Target Date	Responsibility
<b>Promoting Quality</b>				
<i>Ensure that all publications integrate key messages</i>	<ul style="list-style-type: none"> <li>Develop key messages</li> </ul>	<ul style="list-style-type: none"> <li>3-5 messages</li> </ul>	<ul style="list-style-type: none"> <li>December 2010</li> </ul>	<ul style="list-style-type: none"> <li>Consultant or staff</li> </ul>
<i>Ensure that key policy, practice and research questions are well-documented</i>	<ul style="list-style-type: none"> <li>Create <i>Research and Publication Agenda</i> (identifying members' technical needs &amp; issues for which WAEYC would research, publish &amp; disseminate information) and connect it to the <i>Public Policy Plan</i></li> <li>Create structure for periodic publishing of white papers</li> <li>Convene gatherings of professionals</li> <li>Link to current &amp; compelling NAEYC position statements/ Where We Stand summaries and promote attention to them</li> </ul>	<ul style="list-style-type: none"> <li><i>Research and Publication Agenda</i></li> <li>Identify topics and content experts &amp; produce two white papers</li> <li>Provider Caucus gatherings and at WAEYC conference</li> <li>Link on website and promotion at conference</li> </ul>	<ul style="list-style-type: none"> <li>May 2011</li> <li>2012-2013</li> <li>Spring &amp; October annually</li> <li>Fall 2010</li> </ul>	<ul style="list-style-type: none"> <li>Professionals</li> <li>Professionals &amp; Public Policy</li> <li>Staff</li> <li>Staff &amp; Professionals</li> </ul>
<b>Supporting Professionalism</b>				
<i>Enhance recruitment, registration, enrollment and membership conversion</i>	<ul style="list-style-type: none"> <li>Create online registration process for conference</li> <li>Create <i>Marketing Plan</i></li> <li>Link to NAEYC online courses, webinars, webcasts/podcasts, videos, etc.</li> <li>Develop online training modules</li> <li>Gather and analyze customer data</li> </ul>	<ul style="list-style-type: none"> <li>Online process used in 2010</li> <li><i>Marketing Plan</i></li> <li>NAEYC events on WAEYC website</li> <li>3 online training modules</li> <li>Present to the Board</li> </ul>	<ul style="list-style-type: none"> <li>August 2010</li> <li>February 2011</li> <li>Fall 2010</li> <li>1 each year</li> <li>Spring annually</li> </ul>	<ul style="list-style-type: none"> <li>Consultant</li> <li>Communications</li> <li>Staff</li> <li>Professionals &amp; Staff</li> <li>Staff</li> </ul>
<i>Create structures that continuously improve program development for professionals (members and other early childhood professionals)</i>	<ul style="list-style-type: none"> <li>Create a program evaluation plan with a continuous improvement process</li> <li>Assign promotion of NAEYC accreditation for early childhood programs to a staff job description</li> <li>Implement strategies to promote NAEYC accreditation for early childhood programs</li> </ul>	<ul style="list-style-type: none"> <li>Plan for evaluating program effectiveness and making continuous improvements</li> <li>Job description includes accreditation promotion</li> <li>Accreditation promotion strategy implemented (See <i>Program Plan for Organizations</i>)</li> </ul>	<ul style="list-style-type: none"> <li>2011-2012</li> <li>February 2011</li> <li>Annually</li> </ul>	<ul style="list-style-type: none"> <li>Programs</li> <li>Personnel</li> <li>Organizations &amp; Staff</li> </ul>
<i>Promote the Washington State Early Learning Plan P-3 agenda</i>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>

Key:

Communications – Communications Subcommittee, Advancement Committee  
 Executive – Executive Committee  
 Finance – Finance Committee  
 Fund Development – Fund Development Subcommittee, Advancement Committee  
 Governance – Governance Subcommittee, Advancement Committee

Organizations – Early Learning Organizations Subcommittee, Programs Committee  
 Personnel – Personnel Committee  
 Programs – Programs Committee  
 Professionals – Early Learning Professionals Subcommittee, Programs Committee  
 Public Policy – Public Policy Committee

# Summary of WAEYC's Roles and Responsibilities



# NAEYC



- Located in Washington DC
- All WAEYC members are members of the national association
- Creates general structure for our association
- Sets national agenda
- Provides guidance and support: Affiliate and Member Relations staff

# National Dialogue



NAEYC is engaging leadership across the country in an intentional discussion of relationship possibilities between NAEYC and affiliates.

- “Exploring Relationship Possibilities” White Paper
- National Meetings
- Regional Meetings
- Reader’s Guide for Members

# WAEYC



NAEYC HEADQUARTERS



WAEYC STATE OFFICE

- State version of the national office
- Paid staff
- Provide organizational support to assist in carrying out work of the association

**WAEYC Staff Org Chart 4/2011**  
(253) 854-2565  
Staff Emails: first name@waeyc.org



**Executive Director**  
Agda Burchard x12

- Set organizational direction consistent with mission and vision
- Coordinate board, committee & staff efforts to implement strategic plan
- Oversee business & financial management
- Develop key alliances & cultivate board members, affiliate council members, funders & partners
- Direct advocacy efforts on behalf of members
- Serve as organization's spokesperson



**Programs Manager**  
Selena Allen x21

- Design, implement & evaluate programs for members & other early childhood professionals
- Plan, implement & evaluate professional development events, including annual conference
- Manage specific contracts & grants including early childhood inclusion project
- Promote early learning quality improvement initiatives, including NAEYC accreditation



**Associate Director, Advancement**  
Keri Harling x14

- Create, implement & evaluate fund development & investment strategies
- Create, implement & evaluate marketing & communications
- Create, implement & evaluate human resource & technology systems that support WAEYC advancement



**Program Specialist**  
Kari Goebel x 23

- Assist with design, implementation & evaluation of programs and events
- Prepare & distribute communications & marketing materials; & maintain website
- Provide customer service, including professional development documentation and affiliate chapter support
- Maintain & update financial records, filing systems, databases, and distribution lists
- Provide support for governing board, affiliate council and committees

**Financial Coordinator**  
Vera Sturm x18

- Prepare & monitor budget
- Prepare & maintain monthly financial reports & other fiscal records
- Process accounts payable & receivable including payroll
- Reconcile & balance all accounts.
- Prepare & file reports including tax, employment security, & labor and industry
- Maintain general ledger & chart of accounts
- Approve STARS scholarships & conference support



**Contracted Services**

- Information Technology
- Lobbyist

# Governing Board

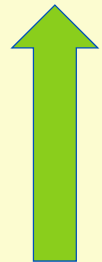


- Elected officers
- Sets Policy & Goals
- Insure implementation of these
- Has fiduciary responsibility
- Directs executive director
- Oversees all activities of association

NAEYC HEADQUARTERS

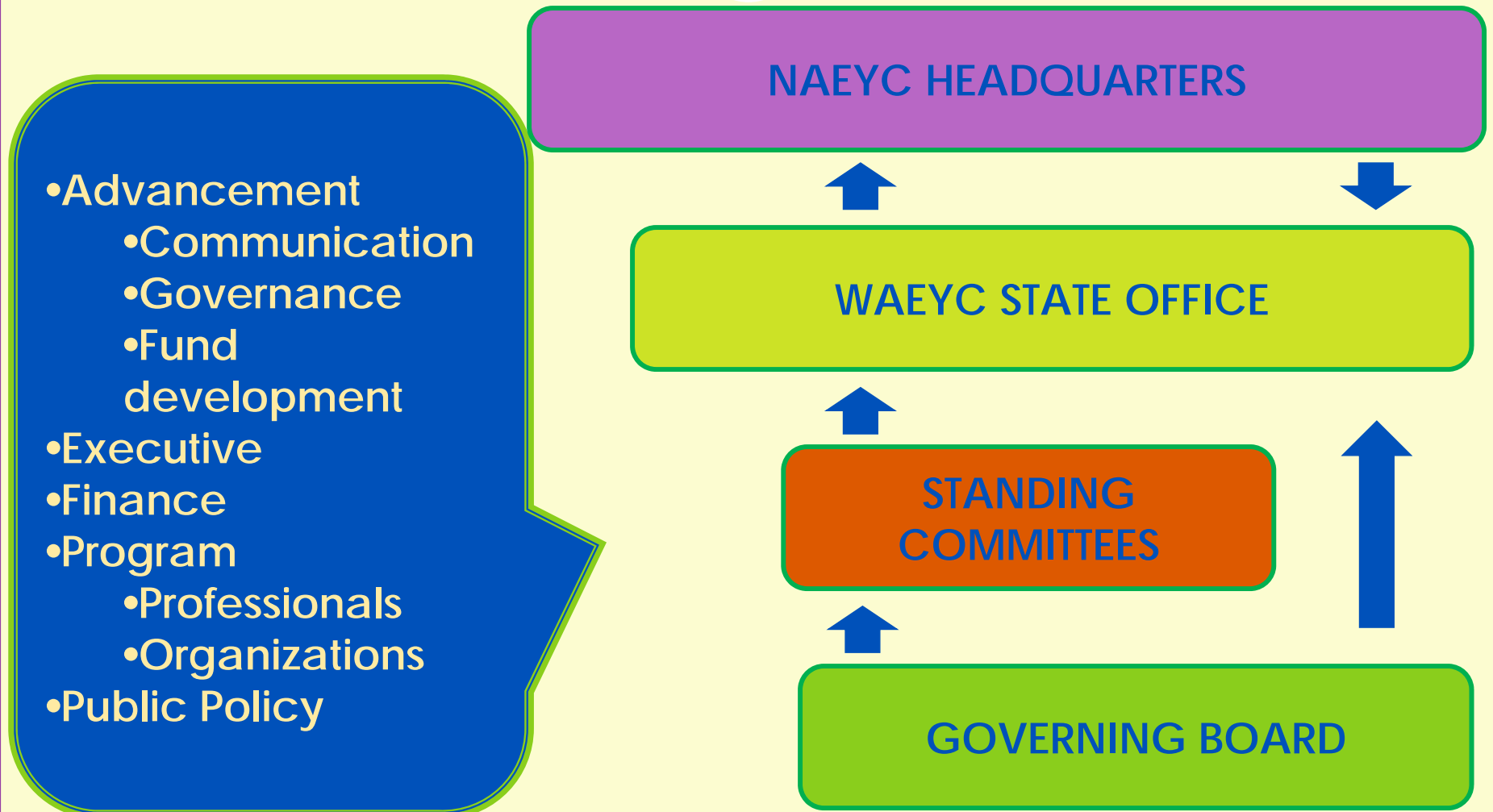


WAEYC STATE OFFICE



GOVERNING BOARD

# Standing Committees




# Local Affiliates



- Representation to GB of local affiliates
- Provides venue for communication between local affiliates and GB
- Facilitate networking among local affiliates
- Support leadership development in local affiliates

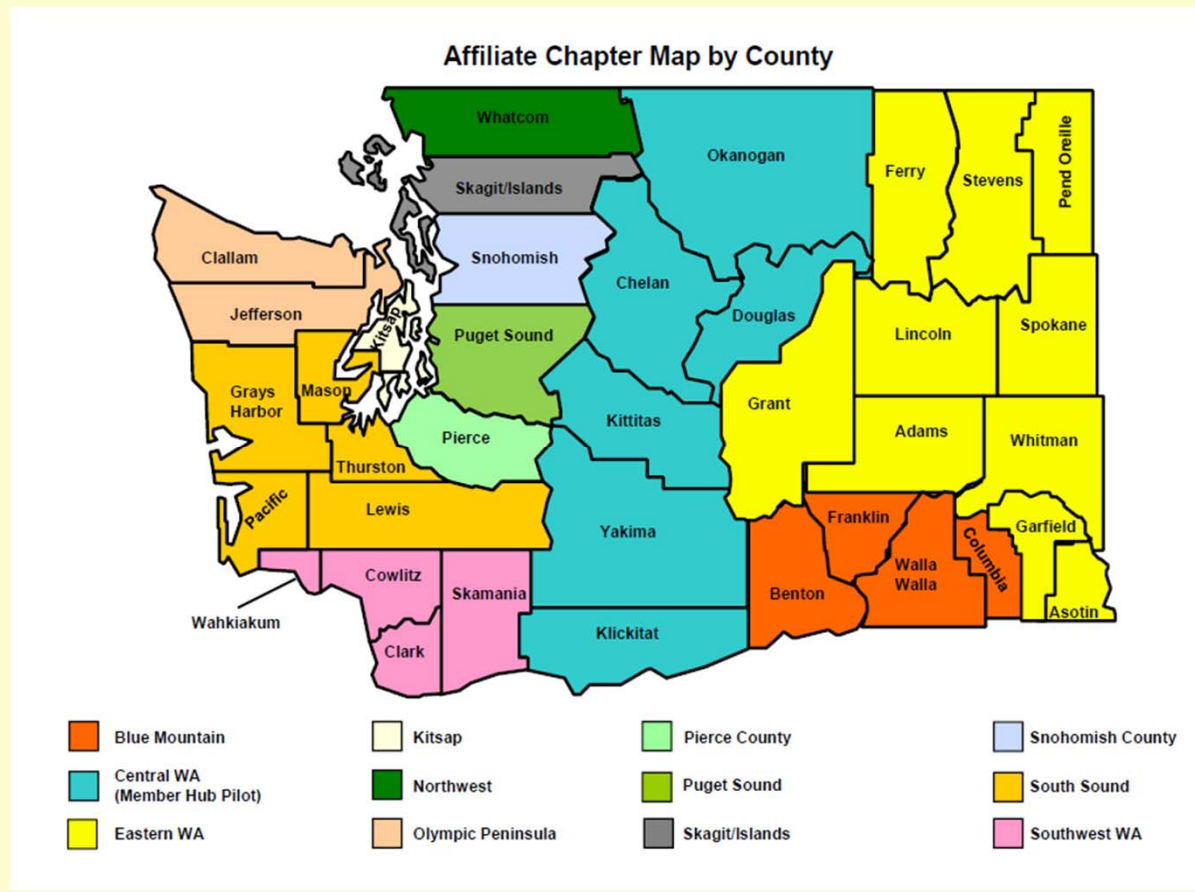
# Affiliate Council



- Representative body
- Advisory to the Governing Board
- Specific focus  Affiliate Chapters
  - Voice for membership—bring concerns, recommendations to GB
  - Support leadership development within Affiliate Chapters
  - Facilitate networking among Affiliate Chapters

# Make up of Affiliate Council

- 1 rep from each Local Affiliate



# Officers of Affiliate Council



- **Chair**
  - Facilitate AC meetings
  - Oversee communication between AC and GB
- **Secretary**
  - Insure accuracy of minutes & scheduling of meetings
- **Representatives to Governing Board**

# Meetings of Affiliate Council



- 4 meetings in 2010-2011
- 2 are joint with the Governing Board
- 2 are Affiliate Council only
- 1 is conducted via phone, 3 in person

# What happens at meetings?



- **Affiliate Council Meetings**
  - Agenda is developed by Affiliate Council Chair, Vice President & staff
  - Discussion of action items
  - Each representative has a vote
  - Results are communicated to GB
  - Sharing of activities of affiliates
  - Networking
  - Evaluate meeting

# Make up of the Governing Board



- President
- Vice President
- President Elect or Past President
- WAEYC Rep to the NAEYC Affiliate Council
- Treasurer
- Secretary
- 4 members at large (possible to add 3 additional at large members)
- 2-4 Affiliate Council Representatives (at least 25% of the number of affiliate chapters)
- Total members at least 12, no more than 18

# Officers of Governing Board (Executive Committee)



- President (Brenda Boyd)
- President Elect (Candidate John Naegele)
- Vice President (Karen Cooper)
- Treasurer (Jill Brenner)
- Secretary (Candidate Jeanie Pittman)
- NAEYC Affiliate Council Rep (Jamie Ashton)

# Meetings of Governing Board



- 6 meetings in 2010-2011
  - Sept. & Dec.
  - Feb., April, May, July
- 2 are joint with the Affiliate Council
- 4 are Governing Board alone
- 3 are conducted by phone 3 in person

# What happens at meetings?



- **Governing Board Meetings**
  - Meetings are open to all members or other guests
  - Agenda is developed by Executive Committee
  - Often includes some training on relevant topic
  - When joint with Affiliate Council meeting, there is a separate GB
  - Discussion of action items
  - Votes

# Decision Making Process



- Generally an idea is presented and some discussion ensues
- Motion is made
- Discussion
- Vote

Robert's Rules of Order are utilized

# Additional Resources



- Vade Mecum (definition: a handy reference)
  - Green notebook awaiting you at meetings
  - Contains important reference documents
- WAEYC web page
  - Meeting schedule
  - Electronic notebook
    - An electronic copy of most of the vade mecum

# Electronic notebook



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En Español

WAEYC supports leadership development at the community, state and national level.

## Governing Board Members:

View WAEYC's

[Electronic Notebook](#).

NAEYC asks all state affiliate board members to sign up for [Children's Champions](#), NAEYC's free updates and action alerts on important issues being considered by Congress and the Administration.

*All members are welcome to attend Governing Board meetings.*

For more information, please contact [Kari](#).

Visit the [Affiliate Council](#) page.

Check out our [Local Affiliates](#).

## Downloads:

[Governing Board Candidate Application](#)

*(including position descriptions)*

[Governing Board Policies](#)

## WAEYC Governing Board

[Meeting Calendar](#)  
[Electronic Notebook](#)

### 2011 Governing Board Candidates

WAEYC members will vote on the candidates in June. Newly elected board members will assume office in July 2011.



**Position: President-Elect**

**Candidate: John Naegele**

[Click here](#) to read his Summary of Experiences and Candidate Statement



**Position: Secretary**

**Candidate: Jeanie Pittman**

[Click here](#) to read her Summary of Experiences and Candidate Summary



**Position: Member-at-Large**

**Candidate: Kristi Brame**

[Click here](#) to read her Summary of Experiences and Candidate Statement.



**Position: Member-at-Large**

**Candidate: April Kuehne**

[Click here](#) to read her Summary of Experiences and Candidate Statement.



**Position: Member-at-Large**

**Candidate: Wendy Newby**

[Click here](#) to read her Summary of Experiences and Candidate Statement.

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# Questions?

