



NAEYC Member Hub Model Concept

Description

Member Hubs are intentionally designed for AEYC members who live or work in geographic areas with limited access to member events and services. The hubs are satellite sites sponsored by a high functioning state or local affiliate with a proven capacity for additional member outreach and support. The affiliate will adopt an organizational model to recognize Member Hubs including any necessary policies and procedures. The Member Hub then becomes part of the AEYC affiliate’s annual plan and reporting process

including their budget, communication, and marketing efforts. The affiliate will also provide enough oversight and guidance to maintain the integrity of the affiliate’s mission and strategic direction.

Functionality

Member Hubs are organically driven by members, but receive guidance, support and funding from the affiliate. This is an open and flexible model where both members and affiliates together determine the design. In one potential example, a member who lives or works in a Member Hub can coordinate an activity with the affiliate’s assistance. In another model, the affiliate can initiate organizing an activity for members. In yet a third model, the affiliate can simply connect the members to each other. The essence of the model is its flexibility: the fact that it is bases entirely on member and affiliate needs.

Member Hubs and the Affiliate

Member Hubs provide the local and state affiliate with a strategy to grow membership, to develop member leaders, and to “connect” to the early childhood professionals in communities that are currently a challenge to serve. In the most basic definition, Member Hubs can serve as a local place for rural AEYC members to engage in AEYC activities.

Implications for WAEYC

Washington AEYC might consider adopting a pilot phase of the Member Hub model for those members in local affiliate chapters poised to dissolve. Here are some questions to consider:

- Could this model meet the needs of WAEYC members that live and/or work in remote geographic areas?
- Which level of WAEYC – local or state could provide the most effective outreach and support?
- Could currently high functioning local affiliates apply to WAEYC to “adopt” or “sponsor” one or more of these geographic areas during the interim period when WAEYC deliberates the best and most appropriate governance model?
- What could be learned from this pilot phase?
- Could this interim model deliver significant data to WAEYC to inform their decision-making process regarding a potential new governance model for 2010 and beyond?
- What will the hub model look like for the high functioning affiliates that adopt this model?

Organically driven by the member, but sponsored and governed by the affiliate.

Potential Member Hub activities;

- Local place to gather
- Growing membership
- Member projects
- Children’s Champions
- Networking – face to face
- Professional development portal
- Support
- Social networking
- Leadership pipeline
- WOYC
- Service projects