

# sdaeyc

South Dakota Association for the Education of Young Children

## Diversifying and growing membership

This has been a busy year for SDAEYC!

SDAEYC worked on diversifying and growing membership through many efforts, large and small! Our president spoke at several high schools and middle schools throughout the state about our organization and the importance of quality early childhood education and what an organization like SDAEYC does for communities throughout the year.



*SDAEYC President Jessica Castleberry, speaking at Stevens High School Rapid City*

We sent out membership information flyers in all new licensing inquiry packets through the Department of Social Services and to all early childhood enrichment sites.

Our board spoke at various conferences and networking events throughout the state about our organization and why educators, directors, families, and community members should consider membership and what benefits they will receive.



*Leigha Patterson, SDAEYC Operations Manager, Sioux Falls WOW 2018*

### Policy and advocacy efforts

SDAEYC co-hosted an Early Childhood Education Day at the Capitol in Pierre with the South Dakota Head Start Association, held a roundtable discussion, were recognized during session on the Senate and House floor, and engaged with policy makers.



*Community members, SDAEYC, and Representative Thomas Holmes, ECE Day at the Capitol, Pierre*



*SDAEYC, Former legislator Judy Duhamel Senator Billie Sutton, and Senator Troy Heinert*

SDAEYC sent three representatives to the NAEYC Public Policy Forum in Washington DC. They were able to meet with Senator Thune, Senator Rounds, and Representative Noem to discuss the concerns of NAEYC and South Dakota.

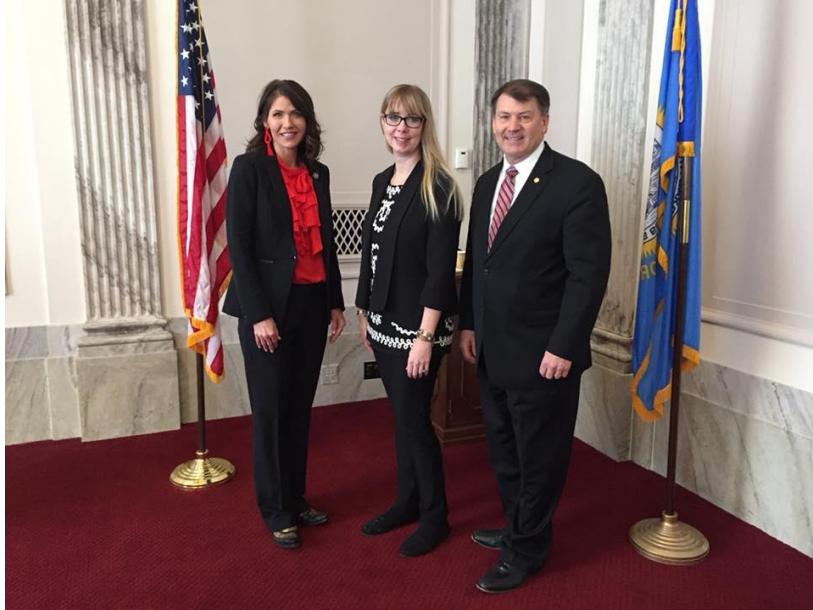


*Senator Rounds, Operations Manager Leigha Patterson, Senator John Thune, Public Policy Chair Kayla Klein, and Representative Krisi Noem*



*Representative Kristi Noem, Shelby Bergeson (incoming Public Policy Chair), Public Policy Chair Kayla Klein, and Operations Manager Leigha Patterson*

Additionally, President Jessica Castleberry made a separate trip to Washington DC to visit with representatives about SDAEYC.



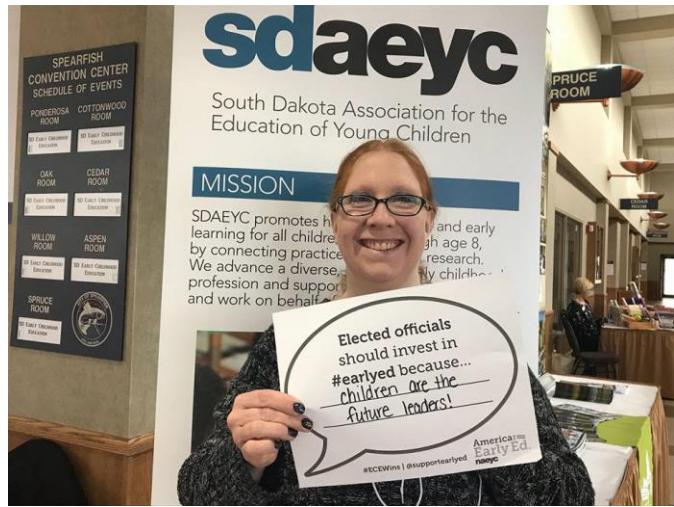
*Representative Noem, SDAEYC President Jessica Castleberry, Senator Mike Rounds*

Public policy chair Kayla Klein testified as a proponent for [Bill 132](#), a state bill presented by Senator Billie Sutton for the creation of an early learning advisory council. The bill was deferred to the 41<sup>st</sup> day, but every time we increase awareness with legislators for our needs we make progress. The podcast of the hearing from South Dakota Public Radio can be heard here:  
<http://sdpb.sd.gov/SDPBPodcast/2018/sed25.mp3#t=1159>

President Jessica Castleberry met with Col Edwards and his staff as a representative of SDAEYC to discuss child care solutions and workforce development for Ellsworth Airforce Base. SDAEYC will become part of a new “Embrace the Base” initiative to continue to provide consultation.

At our SDECE Annual Conference, we started social media campaigns and encouraged attendees at our conference to share their thoughts on why #ECEMatters!





SDAEYC members, SDECE Conference 2018

At our conference we also held a public policy and early childhood education panel.



Seated left to right, Public Policy Chair Kayla Klein, Former legislators Ann McKay and Judy Duhamel, and Lynn Kendall, Vice President of the Rapid City Chamber of Commerce

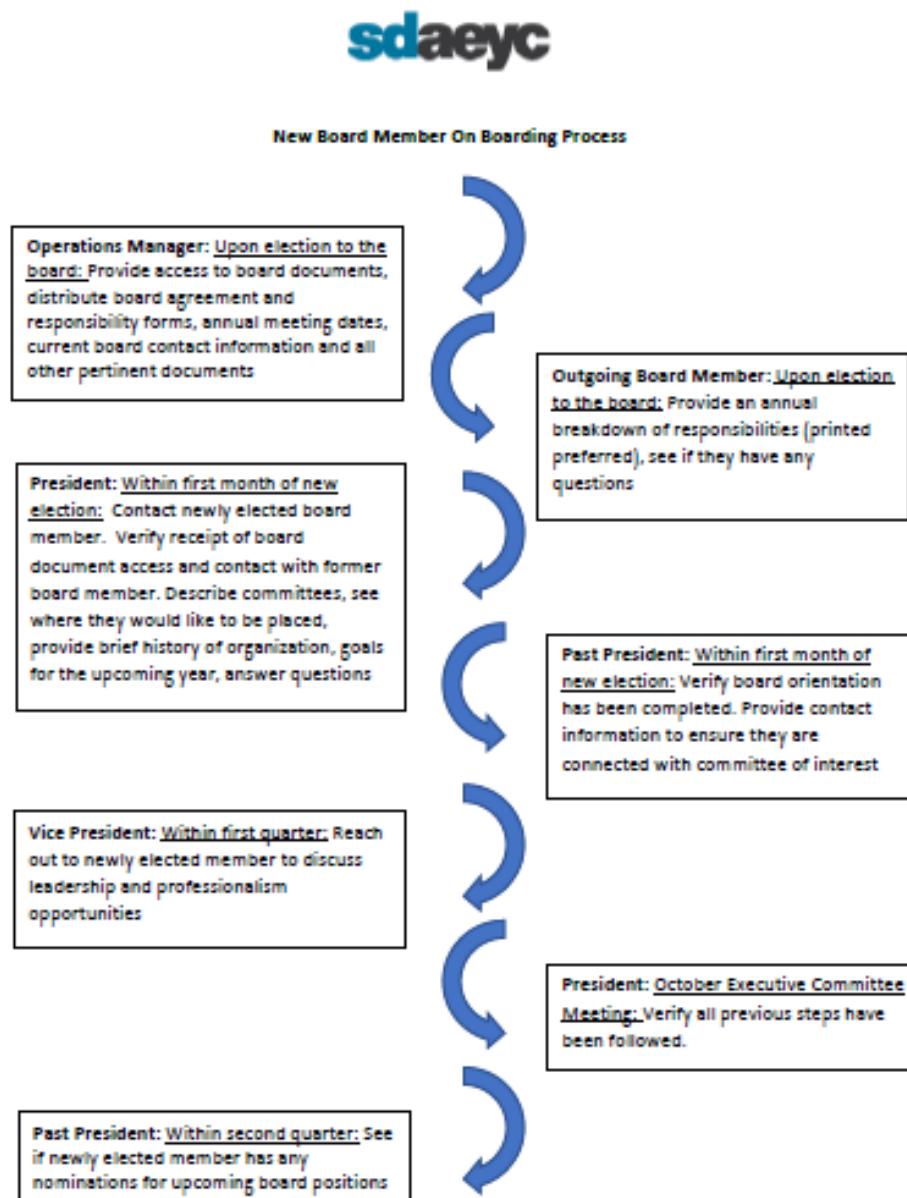
### Developing new leadership

SDAEYC reached out to new members interested in our board and membership. We set up one-on-one meetings with groups of key, diverse people whose talents and skills would add to our board. We were happy to add Shelby Bergeson (NAEYC young professional) to our board this year as our new public policy chair. We brought on several board members who are brand new to leadership within our organization.

## Governance

SDAEYC developed a formal on boarding process for all new board members, as well as detailed tasks lists for each position.

Examples can be found here:



There are similar process maps for outgoing board members to share with incoming board members. We are also in development of a similar process for conference coordination and planning to be finalized in August of 2018.

### **Accreditation**

One additional center in Ft Meade applied for and was assessed in June for accreditation status. SDAEYC reached out to several new child care centers in Rapid City to consider accreditation in the future.

### **Funding**

SDAEYC applied for several grants, and although they weren't received we plan to continue these efforts and to coordinate with NAEYC for assistance for compelling data. We created an Early Childhood Education Endowment Fund through the South Dakota Community Foundation with the ultimate goal of being able to help subsidize child care and education for families at the poverty level and other SDAEYC goals for the state (workforce development, increased collaboration and improved communication between early childhood care and education sectors). Through this fund we also applied for [a non profit savings account](#). We will be notified of selection by the first week of August 2018.

### **Staffing**

SDAEYC created a comprehensive task assignment list for the Operations Manager position and an updated job description to reflect responsibility changes in technology, social media etc. We hired new Operations Manager, Leigha Patterson in January 2018 with these updated expectations.

### **Marketing**

Business cards were ordered for all board members and sent to them to distribute. We created a new revamped and updated website with current information. We also edited our Facebook page, which is now an engaging platform for public policy updates, articles, events, free resources, and membership information. We created two promotional videos for our organization and one promotional video for our conference.

Website: <https://www.sdaeyc.org/>

Facebook: <https://www.facebook.com/SDEarlyEd/>

Links to videos (see below)



