



**Iowa AEYC Governing Board Meeting  
MINUTES**

Friday, July 23 from 8:30 a.m.-4:00 p.m. & Saturday, July 24 8:30 a.m.-3:00 p.m.  
West Des Moines Marriott, 1250 Jordan Creek Parkway, West Des Moines, IA 50266

**Friday Attendance:** Tiffany Skaggs, Donna Kennebeck, Crystal Abbe, Brandy Smith, Rebecca Ausman, Angela Schrodt, Jillian Herink (staff), Sara Schwerin, Miranda Niemi, Mary Lukas, Mike Stiehl, Brian Kingrey, Dianne Casto, Leslie Stonehocker, Catherine Bergman, Gladys Movall, Pat Dautremont (staff), Anne Geiger (staff)

**Saturday Attendance:** Tiffany Skaggs, Donna Kennebeck, Crystal Abbe, Brandy Smith, Rebecca Ausman, Jillian Herink (staff), Sara Schwerin, Miranda Niemi, Mary Lukas, Mike Stiehl, Brian Kingrey, Dianne Casto, Leslie Stonehocker, Catherine Bergman, Gladys Movall, Tracy Ehlert, Whitney Fink, Anne Geiger (staff)

TOPIC	PERSON RESPONSIBLE
<p>Call to Order – 9:04 a.m.</p> <p>Welcome introductions. Agenda additions and today’s agenda approval.</p> <p>Expectations for board. Will move Board Orientation to tomorrow and will cover Affiliate Advisory Update today.</p> <p>Agenda Approval: M – Catherine, S – Mary. Approved – unanimously</p> <p>Consent Agenda: Board reports, ED report; April Exec. Comm. mtg. minutes, January Bd. mtg. minutes, membership numbers</p> <p>Agenda Approval: M - Mary; S – Gladys; Approved – unanimously</p>	<p>Miranda Niemi, President</p> <p>In our discussions, please remember our focus on being a HPIO.</p> <p><a href="#">Pgs. 7-46</a></p>
<p>Opening Activity</p> <p>“The optimist see the donut, the pessimist sees the hole”</p>	<p>Miranda Niemi, President</p>
<p>HPIO Activity</p> <p>“Where Are We? Where Are We Going?” training activity</p> <p>Considered how to work through the “ANTS” (automatic negative thoughts) from Dr. Daniel Amen’s book “Change your brain change your life”.</p>	<p>Donna Kennebeck, HPIO Chair</p>

Treasurer's report – End of Year Financials

Dr. Brian Kingrey,  
Treasurer

Jillian Herink,  
Executive Director

[Pgs. 47-49](#)

- Total Current Assets as of June 30, 2021 = \$464,056.92
- Total Liabilities & Equity as of June 30, 2021 = \$464,056.92
- Total Equity = \$155,579.94 (if we closed the doors today)
- Total Gross Income at FY end = \$3,501,359 (100.12%)
- Total Expenses at FY end = \$3,451,779.17 (99%)
  - “Payment to Chapters” was added as Family Child Care Association was added as that is a new Chapter
- Net Income at FY end = \$84,243 from \$49,581 by \$17,087 (for COVID money) AND \$17,575 (website expense). This is not official until the audit is complete, but this is the anticipated finals.
- Two notes from the auditors:
  - IAAEYC has received \$17,087 in COVID money. It is sitting in a savings account now (holding line item), labeled for future use. These monies are unrestricted as of now (July 2021). In hopes of building up an operating reserve this money has been set in this reserve, but it possible to move it in and out of spending monies if needed. The money has been designated as operating expense and not specifically designated.
  - Website revamp – We will host the new website to “Juicebox” (company that is designing new site). This money was accounted for in this fiscal year, but will not be spent into next fiscal year. The amount will be posted once the site goes live and then depreciated over the next 5 years. This amount \$17,575.
  - The audit will be completed and presented in October for approval from the Audit Committee (right now Donna) and Board.
  - Audit committee will need to redo the 990 over the next year.

Motion to accept the financial report: M - Sara; S - Donna; Approved - unanimously

Amended FY21 Budget – review Approved Preliminary Budget from April with actuals in place

Dr. Brian Kingrey,  
Treasurer  
Jillian Herink,

<p>Items to note from April to June (updates)</p> <ul style="list-style-type: none"> <li>• Contract Income - decrease of \$22,835 <ul style="list-style-type: none"> <li>○ Much of this decrease comes from decrease from the Kellogg Foundation.</li> </ul> </li> <li>• Advertising/Marketing Expense - decrease of \$5,284</li> <li>• T.E.A.C.H. Stipends - decrease of \$11,368</li> <li>• Conference &amp; Special Events - decrease of \$25,718</li> </ul> <p>TOTAL LOSS (adjusted) - decrease of \$57,412 for a total Net Income of \$462,030.71</p> <p>Motion to approve the draft FY22 budget: M - Catherine; S – Sara; Approved - unanimously</p>	<p>Executive Director</p> <p><a href="#">Pg. 50</a></p>
<p>Fall Early Learning Institute Awards</p> <p>Voted on Institute Awards:</p> <ul style="list-style-type: none"> <li>• Commitment to Young Children – Senator Joni Ernst</li> <li>• Emerging Leader – Cassie Beaver</li> <li>• Educator of the Year – Kate Johnsrud</li> <li>• Family Partnership – Amber Ferriss</li> <li>• Influencer – Nicole Hansen</li> <li>• Equity and Opportunity – Sama Agar and Child Care Resource and Referral both nominated and awarded</li> </ul> <p>Motion to approve the slate of award winners; M – Gladys; S – Mary; Approved – unanimously.</p> <p>Jillian, Pat, and Anne will work on next steps of contacting the recipients.</p>	<p>Leslie Stonehocker, Public Policy Chair (separate attachment)</p>
<p>Annual Board Evaluation (posit note walk about)</p> <p>Looked at specifics of how we are functioning as a Board, considering where we are and where we may need to go.</p>	<p>Jillian Herink, Executive Director</p> <p><a href="#">Pg. 51</a></p>
<p>Program Overview</p> <ul style="list-style-type: none"> <li>• WAGE\$ - Lauren updated us on these programs. WAGE\$ expanded state wide and have a \$7 million budget for the next year. WAGE\$ is a salary supplement. Higher income cap at this point (Directors \$25/hour; Other participants \$20/hour). Education must be from an accredited program. If move places of employment must wait 6 months to bank wages.</li> </ul>	<p>Jillian Herink, Executive Director Iowa AEYC Program Staff</p> <ul style="list-style-type: none"> <li>• T.E.A.C.H./WAGE\$</li> </ul>

<ul style="list-style-type: none"> <li>• T.E.A.C.H – Education platform to help educate early childhood teachers. There is a yearlong contract that will then require an additional 1-year commitment to the Center.</li> <li>• PAEYS – Family support program. Available to Family Support Workers in similar fashion to T.E.A.C.H. and WAGE\$.</li> <li>• CDA – Pam talked of CDA (<a href="#">Pgs. 52-53 in packet</a>), Child Development Associates offered by Council based out of Washington, D.C. Good for 3 years, then must renew. This program is exploding right now! Do need assistance with a professional development specialist (PDS). There is possibility to earn \$200 for each visit plus mileage. The hope is to have one PDS in each Iowa Chapter. For Chapters also consider buying books or co-pay to assist with those on/working toward CDA.</li> <li>• ECQuIP (Early Childhood Quality Improvement Project)- Heidi talked of ECQuIP. ECQuIP serves and support 15 centers (13 in in Polk and 2 in Dallas Counties). Help support these high needs centers and walk along side of them.</li> <li>• ECI Career Pathway – Rick talked of ECI pathways. ECI has a new website which now includes 3 pathways in early childhood (NAEYC’s Early Childhood Educator 1, 2, and 3).</li> <li>• Institutes/ Events/Campaigns – Anne talked of Institutes/Events/Campaigns. Anne coordinates Spring Leadership and Early Learning Fall Institute. Registration is open for Fall Institute. Anne also works on fundraising and right now there are 2 options for fundraising.</li> </ul>	<ul style="list-style-type: none"> <li>• PAEYS</li> <li>• CDA <a href="#">Pgs. 52-53</a></li> <li>• ECQuIP</li> <li>• Institutes/ Events/ Campaigns</li> </ul> <p>ECI Career Pathway</p>
<p><b>Affiliate Advisory Council Update</b></p> <p>Brian is now done with his term. Just completed virtual interviews and have new members on Council. Those new members just started their terms. There is no July meeting due to new member orientation. Please consider applying to the next round of affiliate council next year to assure we continue to have Iowa representation.</p>	<p>Dr. Brian Kingrey, Treasurer and (former 😊) NAEYC Advisory Council member</p>
<p><b>Data Dive Board Self-Assessment</b></p> <p>Jillian summarized the data analysis collected over the last several years. These are summarized in the Board packet for the Board analysis. While there is a NAEYC Board analysis, it is costly, so we consistently utilize the same self-assessment which is what the analysis reflects.</p>	<p>Miranda Niemi, President Jillian Herink Executive Director</p> <p><a href="#">Pgs. 54-68</a></p>
<p><b>Sharing out by Committees</b></p> <ul style="list-style-type: none"> <li>• Crystal Abbe, Family Engagement – Have completed the “Read and Lead” and completed a “Week of the Young Child” 50 activities for the Week of the Young</li> </ul>	<p>Committee Chairs and members:</p>

<p>Child as headed by the Mid-Iowa Chapter. Looking for a new Family Engagement Chair as Crystal moves into the Vice President.</p> <ul style="list-style-type: none"> <li>• Dr. Brian Kingrey, Finance – Moved WAGE\$ statewide this year. Will continue to work on marketing this program. Will continue to work on fundraising efforts. Looking at having a small business showcase during the Fall Institute.</li> <li>• Catherine Bergman, Membership – Primary focus has been looking at a student interest group. The group is working on creating a one page summary of IAAEYC. Also considering looking at interest groups for membership.</li> <li>• Dianne Casto, Play – Starting to have more activity and looking for more play coaches. Working on having a discussion with School Administrators around the importance of play. They have been recommended for the Governor’s STEM scale up Award.</li> <li>• Leslie Stonehocker, Public Policy – Participated with an Anne Terrell event which was fantastic. Public Policy is working with many advocacy groups.</li> <li>• Tracy Ehlert, Workforce Advisory – no report</li> </ul>	<ul style="list-style-type: none"> <li>• Crystal Abbe, Family Engagement</li> <li>• Dr. Brian Kingrey, Finance</li> <li>• Catherine Bergman, Membership</li> <li>• Dianne Casto, Play</li> <li>• Leslie Stonehocker, Public Policy</li> <li>• Tracy Ehlert, Workforce Advisory</li> </ul> <p><a href="#">Pg. 69</a></p>
<p>Strategic Planning</p> <ul style="list-style-type: none"> <li>• Review goals and accomplishments <ul style="list-style-type: none"> <li>○ Reviewed many things we have accomplished!</li> <li>○ Considered where are we going next?</li> <li>○ We individually set priorities for the upcoming year through an activity with looking at what we have done, what are our most pressing priorities, what is next in line and what is in back burner.</li> <li>○ In the past we have asked for each committees to work on one area. We are going to relook at items and ask each group to work on a benchmark.</li> </ul> </li> </ul>	<p>Miranda Niemi, President Jillian Herink, Executive Director Committee Chairs</p> <p><a href="#">Pgs. 70-82</a></p>
<p>Report out on the day and set focus for tomorrow</p> <p>Motion to suspend activities until 9:00 a.m. on July 24: M - Brian; S – Gladys; Approved – unanimously.</p>	<p>Miranda Niemi, President</p>
<p>Call Meeting back Order: M – Gladys; S – Donna; Approved – unanimously</p> <p>Opening Activity – Looking at thigs from different perspectives</p>	<p>Brandy Smith, Board Secretary upcoming, President Elect</p>
<p>Board Orientation Feedback</p>	<p>Miranda Niemi, President Mary Lukas, Past</p>

<p>Considered and reviewed the process of the new Board Orientation. Through the utilization of many resources this orientation has come to the next working stage. There will be a mentor for each new Board Member. Right now it is 3 modules. May need to be divided into 4 modules due to large amount of content in module 3.</p> <p>Miranda shared results of a survey she sent about Board Orientation. All results came back as 4 or 5s (out of 5) with positive feedback on the general rollout of the orientation. Whitney and Miranda will go back and review the Board Evaluation from yesterday and tweak the Orientation.</p> <p>Whitney shared there is process of looking at how the information will be rolled out and how to assign Mentors. Expectations for the Mentor needs to be defined (i.e.: checklist). Need to assure there are not only new Chapter Board Members, but also new Committee Board Members transfer. This will include a training for the Mentors. May consider geographic Mentors. Also good to have an expectation list for the new Board Members. Board Source may have some resources to utilize. As the Orientation comes to be would be a great thing to present at NAEYC conference.</p>	<p>President Whitney Fink, Vice President</p>
<p>Chapter Share out</p> <ul style="list-style-type: none"> <li>• East Central – hoping to have a meeting before fall and get a plan for next year. Tried a book study, but get not get a lot of traction.</li> <li>• Mid-Iowa – A lot was happening with the Chapter in the Des Moines area, but Rebecca has been working on more outreach in the Pella area.</li> <li>• North Central – Have a new Chapter member. Working on a Survey Monkey to find a direction and see where they might go.</li> <li>• North Iowa – With NIACC and CCR&amp;R working on a local conference. Continuing to work on that and looks like will be able to go live on NIACC conference.</li> <li>• Prairie Rivers – Meeting virtually with Leadership and will have a planning meeting in August to plan next year.</li> <li>• South East – Had and in person meeting a few weeks ago. Have a new Secretary. Will start to meet the third Thursday of the month. Gladys will be trying to contact all providers in the area personally.</li> <li>• South West – Mike makes member contacts once a month. Did a few virtual events in the spring. Having struggles with Leadership in the Chapter. Looking at restarting the fall and spring conference.</li> </ul>	<p>Chapter/ Board Representatives</p> <p>5 min each chapter – 2 questions</p>

<ul style="list-style-type: none"> <li>Family Child Care – Tiffany reported the Chapter is navigating their new switch. Tiffany is working on setting up field experience sites at Family Child Cares. Will continue to reach out to membership and see how they can move forward.</li> </ul>	
<p>Chapter Structure Discussion, looking forward</p> <p>Miranda sent survey out asking questions about what Chapter structures might look at or move toward. Right now we have 4 Chapters with no leadership or completely inactive Chapters.</p> <p>Results from the survey showed that the majority of the Board is wanting to have the discussion of potentially changing to interest based Chapter structure. Miranda shared top thoughts of potential Chapters. We do not need to change anything with our NAEYC Affiliation beyond inform them of the changes in our annual report. This may change the Board Representation Structure, but the Board can be no smaller than 5, not larger than 30. There are other states that currently do interest groups, rather than geographic structure or a hybrid type model. There is no specific time frame for this change or switch. There will need to be consideration of how bank accounts are handled. We would probably have to move away from giving monies back to the Chapters, as will probably have people floating back and forth.</p> <p>Discussion around where and how interest groups may look or morph. Discussion around moving to interest groups can take so many different directions. May be looking at hybrid model, but will have to consider how this may look.</p> <p>Does this change start with building leadership first or does it start with restructuring the Chapters? How do we start with looking at relationships to build leadership? What would happen if our Chapters went away today? For Charters that have interest Chapters, what does that look like?</p>	<p>Miranda Niemi, President</p> <p><a href="#">Pg. 83</a></p>
<p>Fundraising/Pledge Card</p> <p>Considered ways to engage in fundraising:</p> <ul style="list-style-type: none"> <li>Forward emails to your network about fundraising.</li> <li>Setting up a Facebook fundraiser.</li> <li>Liking or sharing Facebook posts. Anne talked about how to see our post more. Two major pushes through the year: <ul style="list-style-type: none"> <li>Giving Tuesday</li> <li>Week of the Young Child</li> </ul> </li> <li>Five other ways to give: <ul style="list-style-type: none"> <li>Check</li> </ul> </li> </ul>	<p>Dr. Brian Kingrey, Treasurer Jillian Herink, Executive Director Anne Geiger, Events Specialist</p> <p><a href="#">Pg. 84</a></p>

<ul style="list-style-type: none"> <li>○ AmazonSmile</li> <li>○ Facebook</li> <li>○ One Gift Campaign</li> <li>○ Eventbrite</li> <li>○ PayPal</li> <li>● We looked at pledge cards and making a plan. We had time to fill out our pledge card.</li> </ul>	
<p>Strategic Planning/Action Plan work</p> <p>Got into interest groups for strategic plan and made measurable goals.</p>	<p>Miranda Niemi, President</p>
<p>Strategic Planning/Action Planning: finishing touches</p> <p>Committee work time- Actions Plans for the 1-2 prioritized items</p>	<p>Miranda Niemi, President</p>
<p>Action Plans – Sharing out by Committee</p> <p>Three groups shared out their priority items with timelines of how this will work.</p> <p>DAP – Look at NAEYC’s DAP position statement and create materials to help summarize DAP to eventually present to others.</p> <p>Membership – create membership materials in various ways.</p> <p>Leadership pipeline – expand opportunities for communicating leaders and think of creative ways to build leadership.</p>	<p>Miranda Niemi, President-Elect</p>
<p>Agency information, looking forward</p> <p>Looking at a different more inclusive leave policy (maternity, paternity, holidays, bereavement, etc.).</p> <p>Jillian continues to look at different properties moving toward a potential move. The office is currently out of space and needs to be adjusted as work needs have adjusted. There will be great movement with this over the next several months.</p> <p>Anne and Jillian are working on a fundraising data sheet to send to members. Looking at an impact report that can be tied to the strategic plan.</p> <p>Website is being created and revamped. Jillian will be asking for people to be on a discovery group with the website and a survey to gather information. Please participate in these conversations and/or survey. This will be a 6-9 month process.</p>	<p>Jillian Herink, Executive Director</p>



<p>The Office Staff is working on cleaning up “the public drive”.</p> <p>Please remind others about WAGE\$.</p>	
<p>Close out the Retreat</p> <p>Closing questions:</p> <ol style="list-style-type: none"> <li>1. What are 3 things to take back to your chapter?</li> <li>2. What inspired you throughout our 2 days together?</li> <li>3. What do you think we should work on at the next Governing Board meeting? Agenda ideas or items we need to add for more discussion.</li> </ol> <p>Motion to adjourn meeting at 2:15 p.m. M - Mary; S - Gladys ; Approved – unanimously</p>	<p>Miranda Niemi, President</p>
<p><b>Upcoming Events</b></p> <p><i>Virtual Fall Early Learning Institute: Oct 1-2</i></p> <p><i>NAEYC Annual Conference: Nov 2021, Virtual Nov 7-9, 2021 (Nov 16-19, 2022- Washington DC)</i></p> <p><i>Public Policy Forum: TBD</i></p> <p><i>WOYC: April 2-8<sup>th</sup>, 2022</i></p> <p><i>PLI June 12-15, 2022 Cleveland, OH</i></p>	<p>Miranda Niemi, President</p>