

What's Happening at SECA

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New Public Policy Resources from SECA

Available Now

Kids Count 2010

Coming Soon

Southern Issues: A Policy Statement from the SECA Board

SECA 2011 Leadership Summit

States are facing tough economic times and public policy decisions will be made about what programs to maintain and what programs to reduce or eliminate.

Early childhood education is one of the best investments we can make in our future, but we're not always very adept at telling our story and getting our point across.

The 2011 Leadership Summit that will be held in Savannah on Wednesday, January 26, 2011, is going to provide us with an opportunity to learn how to get our message out in a way that makes a difference.

Kate Thegen will represent the Frameworks Institute which has developed the

"strategic frame analysis, an approach to communications research and practice that pays attention to the public's deeply held worldviews and widely held assumptions."

According to the Institute, **"Communications plays a vital role in determining which issues the public prioritizes for policy resolutions, which issues will move from the private realm to the public, which issues will become pressure points for policymakers and which issues will win or lose in the competition for scarce resources. No organization can approach tasks such as issue advocacy, constituency-building, or promoting best practices without taking into account the critical role that**

mass media has to play in shaping the way Americans think about social issues."

The Summit will begin with a look at the need for "effective messaging about early childhood," information on the Frameworks approach and a case study featuring Dr. Jack Shonkoff and Early Brain Architecture. We'll also learn about messages that work and don't work, and there will be small group interactive work sessions to develop skills in preparing your message.

All state affiliate leaders are invited to attend. To assist us in planning for the group, we ask that you contact your state president to let him/her know that you would like to participate.

Thank You to Georgia Lamirand

It's always with great sadness that we say good-bye to one of SECA's leaders, although they are probably ready to shift the reins to someone new and get a much deserved respite from the daily affairs of the Association. Georgia Lamirand is completing her final year of office as SECA Immediate Past

President and her presence and support will be missed.

Leaders are not allowed to just retire—she serves as Chair of the SECA



Nominating Committee in 2011 and will be completing a project for SECA with that group.

Many thanks to Georgia for her service!

SECA Executive Committee Meets in Little Rock

The SECA Executive Committee met in Little Rock, Arkansas on December 2-3, 2010.

"The Executive Committee is empowered to act for the Board in emergency matters in which a decision is urgent and cannot await the action of the total Board. It also serves as the SECA personnel committee under the direction of the SECA Board of Directors."

During the years, the Executive Committee has evolved to be a deliberative small group of Board members (President, Vice-President, Secretary, Fiscal Officer &

Immediate Past-President or President-Elect) that:

- Helps to set directions for the upcoming year
- Develops the agenda for the winter Board meeting
- Reviews and revises the proposed budget for the next fiscal year
- Reviews the fiscal condition of the Association in the current year
- Makes recommendations on program and budget priorities.

The Executive Committee meets in the fall of the year and convenes a conference call with the SECA Board of Directors to consider and adopt the next year's budget. **Minutes of the Executive Committee and SECA Board meetings are available to the SECA leadership on the Leadership Resources page. Minutes will be posted within 2 weeks of the meeting.**

At this meeting we said our "good-byes" to Georgia Lamirand, Immediate Past-President and "hello" to Nancy Cheshire, the SECA President-Elect who will assume office in January 2011.

SECA Board of Directors Adopts 2011 Budget

The SECA Board of Directors met by conference call on December 3, 2010 and adopted a preliminary budget for 2011.

The 2011 budget included expected revenues of \$456,280. Because SECA adopts a balanced budget, anticipated expenses also totaled \$456,280, including a small anticipated transfer at the end of the year to the reserve account. Anticipated revenues and expenses are based upon actual numbers from 2010.

This budget reflects the following:

- Personnel costs that reflect current staffing levels: Executive Director, (full-time), Executive Assistant (full-time) and Administrative Assistant (part-time).
- Outsourcing of the following functions: accounting, *Dimensions* production and layout, and design of SECA publications.
- The creation of a "disaster relief" line item of \$2500 to assist SECA states in the event of disasters. A committee of state affiliate presidents is currently working on developing program criteria and process.
- The maintenance of the state affiliate stipends to assist in participation in the SECA Leadership Summit and the Student Grant program to assist in attendance at the SECA conference.
- Maintenance of the printing and mailing of *Dimensions of Early Childhood*.
- Increased investment in the SECA website and technological innovations.

SECA Fiscal Year to Change

SECA currently has a fiscal year that begins on January 1st of each year and ends on December 31st of that year (or a calendar year fiscal year). Utilizing the calendar year as the fiscal year has posed some challenges, primarily in maintaining good records about conference revenues and expenses because our confer-

ence comes early during the fiscal year. That means that we have both revenue and expenses that will arrive in a fiscal year that is different from the fiscal year that conference is held. (For example, we're receiving conference registration fees in 2010 for the 2011 conference.)

In order to make this process more trans-

parent and budgeting more understandable, we have decided to move to a July 1-June 30 fiscal year, beginning in 2011. We will close our books on June 30, 2011 (and have a review completed) and open for a new fiscal year on July 1, 2011. A new budget for the period of July 1, 2011 to June 30, 2012 will be adopted.

Are You a Trainer? SECA 2011 Has Something Special for You

The Professional Development Commission of the SECA Board of Directors has spent a great deal of time discussing and debating how best to assist our emerging and experienced trainers. The SECA conference is a perfect venue to provide that type of support and, for SECA 2011, we've developed a special Trainers' session.

The session is available for all emerging and experienced trainers and is scheduled for Thursday afternoon, January 27, 2011.

We will have two presentations during the afternoon:

Training Adults:

Movement for Motivation

presented by Alexander and Aillet

An Introduction to Facilitation Skills

presented by McMurtry, Fillippino, Davis and Grymes

The afternoon will be structured to provide interactive sessions that allow sharing of ideas and strategies among the participants. There will also be a net-

working time included.

SECA is committed to ensuring that quality professional development is available to early childhood practitioners in the SECA states, and we know that the South has many excellent experienced, skilled trainers who would value a networking opportunity.

We invite you to join us on Thursday, January 27, 2011 in Savannah. Schedule available on the web.

New Members Elected to SECA Editorial Committee

The SECA Board of Directors elected three new members to the SECA Editorial Committee on December 3, 2010.

New members include:

- **Dr. Catheryn Weitman** of Florida, Associate Dean and Professor at Barry University in Florida.
- **Jeff Leffler** of Mississippi who is a Project Coordinator for the Early Childhood Institute of Mississippi State University and an adjunct faculty member at the University of

Southern Mississippi.

- **Dr. Christine Ferguson** of South Carolina, Associate Professor, Richard W. Riley College of Education, at Winthrop University.

Their terms will begin in January 2011 and expire in December 2013.

Dr. Jaesook Gilbert of Kentucky was re-appointed for a three year term and **Dr. Stephen Graves** was re-appointed for an additional year. (Dr. Graves currently serves as Chair of the Editorial Commit-

tee.) **Nancy Cheshire** who has served as the Committee co-chair in 2010 will assume the office of SECA President-Elect and is not eligible to serve on the Committee.

Dr. Herman Knopf was re-appointed as the Board liaison to the Committee. Other members of the Committee are **Dr. Anita McLeod** (SC), **Dr. Cindy Simpson** (TX), and **Dr. Wilma Robles-Melendez** (FL).

Interview with Debra Trude-Suter Now Available on SECA Radio

The newest addition to SECA Radio is an interview with Debra-Trude Suter.

Debra's interview will give you information about a topic of great interest and challenge to administrators of programs: how to manage staff that come from different generations and sometimes radically different life and work perspectives.

Debra is Director of Training for the

McCormick Tribune Center for Early Childhood Leadership at National Louis University. She oversees the recruitment and selection of participants for different training initiatives.

Debra presented on this topic for the SECA 2010 Leadership Summit and the SECA 2010 Directors' Seminar. Don't miss this



Debra Trude Suter

opportunity to access her expertise and ideas on how to make your inter-generational staff a real team! **A link to SECA Radio can be found on the SECA homepage.**

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The Voice for Southern Children

We're on the web!
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2010 Executive Committee

Dr. Janie Humphries, President

Georgia Lamirand, Past-President

Susan Carrigan, Vice-President

Dr. Joanna Grymes, Secretary

Sister Roberta Bailey, Fiscal Officer

Southern Early Childhood Association



2010 SECA Board of Directors

Dr. Janie Humphries (LA), President

Georgia Lamirand (OK) , Past-President

Dee Ard, AL State Representative

Dr. Joanna Grymes, AR State Representative & Prof Dev Chair

Sister Roberta Bailey, FL State Representative

Terrie Buckner, GA State Representative

Katie Shaughnessy-Williams, KY State Representative

Cindy Ramagos, LA State Representative

Beverly Peden, MS State Representative & Membership Chair

Susan Carrigan, OK State Representative & Leadership Chair

Crystal Campbell, SC State Representative

Lisa Maddox-Vinson, TN State Representative

Mary Jamsek ,TX State Representative

Joyce P. Jones, VA State Representative

Melanie Clark, WV State Representative

Dr. Herman Knopf, (SC), Member-at-Large & Public Policy Chair

Carol Montealegre (FL), Member-at-Large

Go to the SECA website for e-mail addresses for the Board.

From the SECA Staff and Board of Directors...

**Happy
Holidays!**

