

What's Happening at SECA

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New Public Policy Resources from SECA

In July we've posted three new public policy briefs on our website.

You'll find the following available:

Early Childhood Advisory Councils

Early Learning Challenge Fund

Health Care Reform: Chapter 2

Coming in August:

Kids Count 2009

Health Care Reform: Chapter 3

Resources & Services For Our State Affiliates

As we enter the "dog days" of summer, we're all getting ready to transition into a new school year and we've got a lot of work ahead of us. Most of you are planning for your state conferences and a new leadership group in your state.

Regardless of when your Board transition occurs, we think it's important to remind our affiliates of the array of services that SECA provides to support your work at the state level. You may be surprised at the number of programs and initiatives that we have in place just for you!

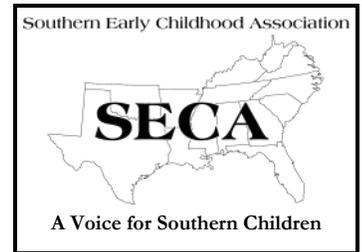
Did you know that SECA supports your state affiliate in these ways?

- *Equal Representation on the Board of Directors.*
- *Leadership Development and Networking.*
- *Revenue Enhancement .*
- *Member Recruitment and Retention.*
- *Advocacy Support.*

Each of these main programs has various components that add up to significant financial and organizational support for your affiliate.

As your leadership group changes in the next couple of months, please make sure that you send us the updated state affiliate Board information. We use these lists to develop our e-mail distribution list for our e-newsletters and information

that's especially for you. Throughout this newsletter,



we'll share information about the services and benefits that SECA provides to your state affiliate. Don't forget to visit the SECA website and check the Leadership page for information that may be helpful to you. You'll also find archived copies of all the e-newsletters that we produce.

We're pleased to be your partner in promoting the health and well-being of the children and families of the South.

Your Affiliate's Voice at SECA

The SECA Board of Directors is composed of representatives of our 13 state affiliates.

Each state affiliate selects its representative and informs SECA of who that representative will be.

The representative serves a 3 year term unless re-appointed by the state affiliate.

SECA covers the cost of that Board representative's participation during their Board tenure, including representation of the state at the annual SECA

conference and a second Board meeting during the year. **SECA dedicates about \$2500 per year to assure your affiliate's representation in the organization.**

SECA Awards: Friend of Children and The SECA President's Award

State affiliates are invited to submit nominations for the annual award that recognizes a nationally known advocate for children and families.

The 2010 Friend of Children recipient was nominated by the Mississippi Early Childhood Association and Steven Grosse of Project Joy will be honored with this award. Steven came to Mississippi after Hurricane Katrina and worked to help the state's young children get back some normalcy and "joy" in their lives. Go to www.projectjoy.com

for more information.

Each year, SECA designates a state affiliate to recognize someone in their state that has had an impact on the lives of children and families., SECA provides this award in recognition of the person's efforts, and the state is given the opportunity to recognize this recipient on a regional level.

In 2010, the Early Childhood Association of Oklahoma will select the President's Award recipient.



Our 2008 Friend of Children Award recipient, Dr. Sue Bredekamp and SECA President, Georgia Lamirand

Leadership Development & Networking



Our affiliate leaders hard at work!

State affiliates are invited to send their leadership to the annual conference to network and learn from other states. All SECA states are represented at the Leadership Summit. **SECA provides a stipend of \$500 or \$1000** per state (depending upon the number of attendees at the Summit) to assist your state affiliate in travel and housing costs for these leaders.

Additionally, SECA provides 3 conference scholarships (the Helen Harley Awards) and 3 local leadership awards (the Marian B. Hamilton awards) each

year and states are designated to make those selections.

For 2010, the states of **Texas, Virginia and West Virginia** will select the recipients of the Helen Harley Scholarship. The states of **Mississippi, Oklahoma and South Carolina** are designated to select the recipients of the Marian B. Hamilton Awards in 2010. All of these financial supports assist your leadership in meeting and networking with leaders from other state affiliates. We think it's money well spent!

Where's the Money? Helping States Enhance Revenue

SECA has several programs in place to assist state affiliates in ensuring that funds are sufficient to fulfill their mission.

1. **SECA will include your state publications/books in its on-line store.** We purchase inventory from the state affiliate and then sell the book
2. **SECA offers state affiliates a 40% discount on all SECA publications** that are sold at the state affiliate conference. Books are sold at list
3. **SECA processes membership** for all state affiliates (This applies only to applications received in the SECA office.) Dual state applications are forwarded to NAEYC.

to individuals and programs. We also will **post information about your conference.** It's free advertising for you.

price and SECA receives 60% of that price. The remaining 40% goes to the state affiliate.

Membership Recruitment and Retention

SECA has numerous programs in place to help you with member recruitment and retention. We help you “sell” your Association by:

Asking states to **display information** about their affiliates at the annual SECA conference and sending SECA displays to the state affiliate conferences.

Sending a **SECA representative** (the President when possible) to the state affiliate conferences.

Providing **SECA door prizes and giveaways** at state conferences.



It's member retention at its best! The former Presidents of the Nashville, TN AEYC on their 60th anniversary.

Designing the SECA website to include state affiliate pages and a “members-only” section.

Developing a **program kit** for use by local and state affiliates to learn about SECA.

Sending **monthly membership e-mails** on a “hot topic”. The one in July dealt with acetaminophen safety and bug stings & bites.

Producing **three e-newsletters** to keep SECA members informed.

Board Resources Available from SECA

SECA has developed several resources to help you plan your meetings and train your Board of Directors. These were developed as a result of discussions that occurred in our Leadership Summit at annual conference and from requests that come into the SECA office.

On the Leadership page of the SECA website (click on Additional Information), you'll find a series of Board training modules that can help you develop a training session for your Board.

The modules consist of:

- A brief *PowerPoint presentation* that can be used for a 10-15 minute training.
- A *resource document* that gives you, as a trainer, all the background information that you need to present the information.

Topics include the “business” of associations, personnel and board responsibilities.

You'll also find the **SECA Policies and Procedures Manual**. It includes our by-laws and other information that guides how SECA operates.

A new resource includes a **Financial Primer and an Audit Primer** that provides the basics about the financial reporting of the Association. **If you'd like to adapt these documents to your state, we'll be happy to send an electronic Word document that you can modify.** *Coming in August: An Investment Primer.*

Need a Membership Letter?

You just renewed or joined for the first time and you need proof of membership.

We all know that the process takes some time and it can take up to 6 weeks before you receive your membership card from SECA, depending upon when we received your application and fees.

To address this problem, you'll now find a new service for members that we've just created on the SECA website.

When you **join on-line**, there is now a link to send an e-mail to SECA, letting us know that you need a membership letter.

If **you're already a member** but have lost your card, you'll find a link on the home page of the website that will let you send the same e-mail to us.

We'll send out the membership letter (on SECA letterhead) that same day.

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The Voice for Southern Children

We're on the web!
www.SouthernEarlyChildhood.org

Southern Early Childhood Association



2009 SECA Board of Directors

Georgia Lamirand (OK), President

Janie Humphries (LA), President-Elect

Dee Ard, AL State Representative

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

Sister Roberta Bailey, FL State Representative

Beth Parr, GA State Representative

Kathy Attaway, KY State Rep, Secretary & Membership Chair

Cindy Ramagos, LA State Representative

Beverly Peden, MS State Representative

Susan Carrigan, OK St Rep, Vice-President & Leadership Chair

Crystal Campbell, SC State Representative

Debbie Ferguson, TN State Representative & Financial Officer

Judy Carnahan-Webb, TX State Representative

Toni Cacace-Beshears, 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.

SECA in 2010—Doing More with Less

For everyone who's struggling with the current economic recession, this news won't come as a surprise. There are going to be both challenges and opportunities ahead for all organizations as we exit 2009 and enter 2010.

SECA (and I'm guessing our state affiliates) will not be immune from some "bumps" in the road because of the economy. Although, as we look at the enormous influx of federal money into early childhood in the next few years, we may be one component of the economy that will by-pass most of the pain.

We're anxiously awaiting the 2010 annual conference and are doing what we can to position ourselves to have a favorable result from that conference. We don't know how much travel restric-

tions will impact our group but we know that folks won't find a better bargain and conference quality than they'll find in Little Rock next year.

During the 11 years that I've been at SECA, we have only increased SECA dues once and we all know that you can't continue to operate at the same level over that period of time without some changes being made. **The SECA portion of your annual dues is still just \$20 per person and we've managed to serve our members and increase benefits without seeking more revenue.**

We're not going to ask for a dues increase while folks are struggling, so we'll work with what we have and make it stretch as far as we can.

During the next few months, you'll see some changes in how we deliver services. One major change in 2010 will be **moving the SECA Reporter to an on-line only newsletter.** We know that folks like their "paper" but the cost of printing and postage is increasing fast and we'd prefer to keep *Dimensions of Early Childhood* in printed format. Because we'll reduce the major costs of the *Reporter*, we're going to be able to offer 4 (quarterly) issues of the newsletter instead of 2. Members will receive an e-mail notification and website link notifying them that the newsletter is available.

Stay tuned!. We've got more to come!

Glenda Bean, Executive Director