

The Southern Early Childhood Association

Southern Early Childhood Association



GETTING TO KNOW YOUR ORGANIZATION

To Our Local Leaders:

One of the greatest challenges of any organization is making sure that its members know the organization and the resources and opportunities that are available to them. During the 2008 state conferences, SECA representatives talked to members and non-members in your state about SECA. It's clear that our members don't know us as well as we'd like.

We need your help at the local level to let our members know what a benefit they have in SECA membership. We're asking for your assistance by using this information kit in a meeting, maybe the first one of the year? The resources we've put together can be presented in 10-15 minutes, and we think it will give your members a new perspective on what SECA has to offer. (This kit will also be posted on the SECA website.)

In this kit, you'll find the following:

1. **A DVD** that was produced for SECA to help current and future members understand the value of membership in the Association. This video is also located on the SECA website homepage at www.SouthernEarlyChildhood.org but we wanted you to have a copy to allow you more freedom in presenting the information. (We know there's not always Internet access available.)
2. A **quick "game"** called "*What Do You Know About SECA?*" that can be used in a fun way to provide information. We'd suggest that you ask your folks to fill out the form and then see how much they know and how correct that knowledge is. We'll bet there are some "old-timers" who won't get it all right!
3. A **request for resources form** that you can submit to SECA, and we'll send you the resources requested. We'll have door prizes, copies of *Dimensions of Early Childhood* and *The SECA Reporter*, resource catalogs and membership brochures available to you. **SECA will ship these materials to you at no cost.**
4. **A list of the state affiliate SECA Board representatives**....they will be happy to assist you in any way possible and may be able to attend one of your meetings, depending upon their schedule. **Make sure you get to know them.** They are your local resource person and a direct connection to SECA! For contact information go to the Leadership page at www.SouthernEarlyChildhood.org

We thank you for your help in "getting the word out" and helping SECA to serve its membership. **Give us a call at 1-800-305-7322 and let us know what you need.** Congratulations on being elected to a leadership position with your local affiliate/chapter, and we look forward to working with you to benefit the children and families of the South.

How to Use the SECA Video/DVD

We'd like to share some ideas with you about using the video/DVD in both your local and state meetings. You can:

- ***Play the video at your local meeting to introduce SECA to your group.*** It features our members, all of whom started at the local level, and it will give your group an idea of what the organization is about. You could do this as the introduction to the meeting, then play the SECA game that follows.
- ***Make the video/DVD available to faculty at your local colleges and universities to use with their classes.*** It's not only a great introduction to early childhood professionals and what being a member of an Association can mean: it is also a great recruitment tool, particularly for early childhood education students. (On the DVD, Terry Green talks about the first SECA conference that she attended because she got extra credit for one of her classes. She went on to become SECA's President!) Don't forget, we'll send out door prizes and copies of *Dimensions of Early Childhood* for these classes as well.
- ***If you're doing a display for your local/chapter, play the video at the display table/booth.*** It helps potential members understand the connection between your organization and SECA and lets folks know what wonderful members we have.
- ***Ask your conference chair or program person to loop the video/DVD on the screen in each general session of your state conference.*** As participants file in, they have something to keep them occupied until the session starts. Maybe it will help bring those non-members that attend your conference into your local and state association.

Help us to get the word out about YOUR professional organization, the Southern Early Childhood Association!



What Do You Know About SECA?

<i>How many years has SECA been in existence?</i>	<i>Where was SECA's first meeting held?</i>	<i>Number of Members in SECA</i>	<i>SECA's President</i>
<i>Your State's Representative to the SECA Board</i>	<i>Your annual SECA dues</i>	<i>Where is the SECA office located?</i>	<i>Phone Number of the SECA Office</i>
<i>Where can you find information about SECA on the web?</i>	<i>The Name of SECA's Journal</i>	<i>The Name of the SECA newsletter</i>	<i>How many states are in the SECA region?</i>
<i>Name three benefits of SECA membership</i>	<i>SECA's mission is?</i>	<i>The location of the last Annual Conference</i>	<i>The location of next year's annual conference</i>

Key to “What Do You Know About SECA?”

1. **Years SECA has been in Existence—60 years.** The organization was created in 1949.
2. **Location of SECA’s first meeting---**Nashville, Tennessee in a local church because it was a mixed race group that was refused meeting space in local hotels.
3. **Number of SECA members—**19,000 plus
4. **SECA’s President—**The current President is Georgia Lamirand of Oklahoma. The in-coming President (2010) is Dr. Janie Humphries of Louisiana.

5. State Representatives to the SECA Board of Directors

Dee Ard, Alabama

Dr. Joanna Grymes, Arkansas

Sister Roberta Bailey, Florida

Beth Parr, Georgia

Kathy Attaway, Kentucky

Cindy Ramagos, Louisiana

Beverly Peden, Mississippi

Susan Carrigan, Oklahoma

Crystal Campbell, South Carolina

Debbie Ferguson, Tennessee

Judy Carnahan Webb, Texas

Toni Cacace-Beshears, Virginia

Melanie Clark, West Virginia

For more information about the SECA Board of Directors, go to www.southernearlychildhood.org and click on the Leadership button. You’ll find information about each Board member, including a photo and their e-mail address.

Key to “What Do You Know About SECA? (cont’d)

- 6. **Your annual SECA dues**--\$20 per year. Any additional dues that you pay go to NAEYC and/or your state affiliate.
- 7. **Location of the SECA office**---The corporate headquarters of SECA is located in Little Rock, Arkansas.
- 8. **Phone number of the SECA office**—1-800-305-SECA (7322)
- 9. **SECA on the Web**—www.SouthernEarlyChildhood.org (We also have a SECA Facebook page!)
- 10. **SECA’s journal**—*Dimensions of Early Childhood* is published 3 times per year and mailed to the member.
- 11. **SECA’s newsletter**—*The SECA Reporter* is published twice per year and mailed to the member.

12. The states in the SECA region

<i>Alabama</i>	<i>Arkansas</i>	<i>Florida</i>	<i>Georgia</i>	<i>Kentucky</i>
<i>Louisiana</i>	<i>Mississippi</i>	<i>North Carolina</i>	<i>South Carolina</i>	<i>Tennessee</i>
<i>Texas</i>	<i>Virginia</i>	<i>West Virginia</i>		

Key to “What Do You Know About SECA? (cont’d)

SECA member benefits

- a. The journal, *Dimensions of Early Childhood*.
- b. The newsletter, *The SECA Reporter*.
- c. Discounts on SECA books and resources.
- d. Discounts on SECA training, including annual conference.
- e. Discounts on books and magazines through our strategic partners, August House Publishers and Child Care Information Exchange.
- f. Opportunities to contribute to the field of early childhood education through various volunteer SECA programs (www.southernearlychildhood.org, *How to Get Involved*).
- g. The SECA website members-only section that contains useful information for directors, faculty, students and others who are interested in early childhood education.
- h. Three e-newsletters, *The Leadership Letter*, *Public Policy Notes* and *What’s Happening at SECA*. Sign up for the newsletters on the website.
- i. Monthly e-mails on topics of interest to early childhood professionals.

13. **SECA’s mission**—The Southern Early Childhood Association (SECA) is committed to improving the quality of care and education for young children and their families through advocacy and professional development.

14. **Last Annual Conference**—January 2009 in Myrtle Beach, South Carolina

15. **Next Annual Conference**—January 2010 in Little Rock, Arkansas and January 2011 in Savannah, Georgia

Request for Resources Form

Affiliate _____ **Date of Meeting** _____

Contact Person: _____

Contact Phone: _____ **Date Resources Needed:** _____

Contact E-mail: _____

Ship to Address (No PO Boxes) _____

City _____ **State** _____ **Zip** _____

This form may be faxed to 501-227-5297 or e-mailed to mbradshaw@southernearlychildhood.org.

Resources Requested/Item	Quantity
<i>Dimensions of Early Childhood</i>	
<i>The SECA Reporter</i>	
Resource Catalogs	
Membership Brochures	
Door prizes—SECA Books (limit 2—please list titles requested)	
Door prizes—SECA highlighters (limit 2)	
Door prizes—SECA luggage tags (limit 2)—great for computer bags	
Door prizes—SECA golf umbrellas (limit 1-quantity limited)-use on the playground	