



Leadership Summit 2017



THE SOUTHERN EARLY CHILDHOOD ASSOCIATION
AN ORGANIZATION COMMITTED TO SOUTHERN ISSUES

The Southern Early Childhood Association

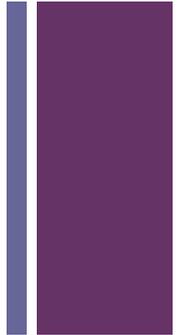
An Organization Committed to Southern Issues

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.





The Challenges of Transition



- Clarify and prioritize ruthlessly. Redefine your team. Stay positive.
- Establish a realistic funding model.
- Stay nimble.
- Communicate frequently. Strive for transparency.
- Turn crisis into opportunity.



The Challenges of Transition: The Status of the SECA States

This is the third issue in a series of newsletters that are designed to assist affiliates in making the upcoming transition successfully. In the November 2016 *Leadership Letter* and the January 2017 *Leadership Letter* we provided information on budgeting and financial management to insure the stability of the organization.

This *Leadership Letter* will focus on managing transition, either a shrinking of the current organization or growth as the dynamics change.

As we begin the organizational transition process in both SECA and the SECA states, we're going to see a variety of scenarios within our states, particularly in those that have previously been dual affiliate states.

Within the dual states that have maintained affiliation with NAEYC, we have states that are experiencing major structural changes.

- Large local affiliates are approved to withdraw from the state affiliate and operate independently as an affiliate of NAEYC. These affiliates typically represent a large percentage of the membership of the state affiliate...membership in the state may be reduced as members in these affiliates join only the new NAEYC only affiliate. For example, members in the Northern Virginia affiliate will now be a member of that affiliate and NAEYC...the state membership will no longer be included unless the member chooses to volunteer

- ally affiliate with the state. Local affiliates that were once direct affiliates of NAEYC will now be chapters of the approved NAEYC affiliate. This process will require locals to make major structural changes in their relationship to the state and, in some cases, these affiliates are choosing to either disband or dissolve.
- The Tennessee affiliate has chosen to withdraw affiliation from NAEYC, is now a SECA affiliate and has changed their name from the Tennessee Association for the Education of Young Children (TAEYC) to the Tennessee Association for Children's Early Education (TACEE).
- All other dual affiliates of SECA except Georgia have signed a new affiliate agreement that maintains their status as a SECA affiliate, their representation on the SECA Board of Directors and affiliation with NAEYC. These states have set their affiliate/SECA dues at \$30 per year...a major reduction in the current dues structure. (The decision by Georgia is pending.)
- Within the states that were not affiliated with NAEYC, we're seeing both growth and decline, based upon the vitality of the state leadership structure.

Obviously, managing this process will mean the difference between the continued vitality of our established affiliates or a dramatic change in how SECA operates. *Read on for ideas about managing and supporting positive change.*

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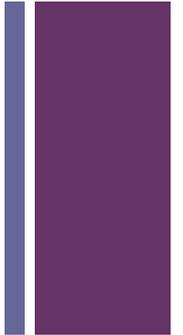
Leadership Commission Members

- Anita Dailly, Chair, GA
- Cathy Waggoner, TN
- Susan Barnes, VA
- Suzi Brodof, WV
- Chris LeJeune, LA

+ Strategic Planning—Clarify and Prioritize

- Five steps to strategic planning:
 - i. Get organized
 - ii. Do a situational analysis
 - iii. Set direction
 - iv. Refine and adopt the plan
 - v. Make it work!

“Strategic planning the process of 1) determining **what** your organization intends to accomplish and 2) **how** you will direct the organization and its resources toward accomplishing these goals over the coming months and years.” – *www.FieldstoneAlliance.org*



Affiliate	May 2015	Affiliate2	May 2016	Jan 2017	Jan 2017 SECA Only members **(included in total)
NAEYC States	12,024	NAEYC States	11,470	9,718	n/a
Alabama	342	Alabama	358	355	5
Florida	2,679	Florida	3,005	2,391	63
Georgia	888	Georgia	767	710	n/a
Kentucky	318	Kentucky	294	334	37
Oklahoma	836	Oklahoma	808	693	19
Tennessee	1,815	Tennessee	1,835	1,498	238
Texas	2,589	Texas	2,190	2,024	n/a
Virginia	2,262	Virginia	1,929	1,871	21
West Virginia	179	West Virginia	170	170	**
Non Duals		Non Duals			
Arkansas	1,167	Arkansas	1,195	1,416	n/a
Louisiana	654	Louisiana	593	586	n/a
Mississippi	393	Mississippi	341	295	n/a
South Carolina	1,378	South Carolina	1,198	1,479	n/a
		**West Virginia	3 new members since the uncoupling	170	45
Non Affiliate	54	Non Affiliate	43	62	n/a

+ SECA Organizational Goals



- To fulfill our mission to increase awareness of and response to issues affecting early childhood care and education.
- To increase membership retention and attract new members.
- To utilize technology to enhance member benefits and marketing/communication.

+ SECA Marketing Goals

- i. Motivate early childhood professionals to join SECA.
- ii. Motivate current members to renew their SECA membership.
- iii. Build or strengthen relationships with local affiliate groups.
- iv. Increase annual conference attendance and participation.
- v. Encourage use of online systems for membership and conference registration.
- vi. Build awareness of SECA's public policy resources and increase member engagement in advocacy efforts.





Benchmarks and Measurement



- i. Increase membership number by _____% by set date.
- ii. Achieve member retention rate of _____% by set date.
- iii. Increase pageviews of public policy pages of website.
- iv. Local affiliate benchmark?
- v. Annual conference benchmark?
- i. Membership levels
- ii. Member retention rate
- iii. Website usage
- iv. Annual conference attendance
- v. Social media interaction
- vi. Survey findings



Situation Analysis—The Conditions Inside and Outside the Association



- **Key Question: What is the environment in which we are working, including the perspectives of current and prospective audiences? We can assess the situation in several ways.**



Situation Analysis—The Conditions Inside and Outside the Association



- i. Environmental scan:** What policies, practices, or other factors could help or hurt our success?
- ii. Competitive analysis:** What are other organizations providing in terms of content, programs, and resources? How successful are they?
- iii. Audience research:** What does our audience think about the Association, or work and/or the issues we work on?
- iv. Marketing audit:** What current marketing work is succeeding, and what need to change and how?
- v. Internal audit:** What are ideas of staff and leadership for marketing?



Target Audiences and Segments

- Direct Care Providers

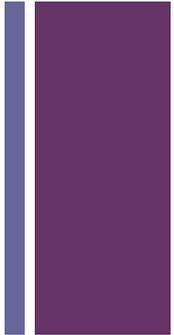
- Lead Teachers
- Assistant Teachers
- Aides

- Trainers and Teacher Educators

- Continuing Education Trainers working with more experienced professionals
- Higher Education Faculty working with students

- Administrators & Government Agency Employees

- Child Care Center Directors
- Public School Personnel
- Government Agency Program Directors
- Faith-based Program Directors



+ Target Audiences and Segments

■ Key Questions:

- i. Who are the **1-3 top audience groups** we need to engage to meet our communications objectives, and what do we need them to do?
- ii. How do they break out into segments (that share perspectives, habits, and wants)? And what are the wants, habits, and preferences of each segment—so we know how to connect with them?
- iii. What do we want these target audiences to do?

Food for thought: If we try to reach everyone, we may fail to engage anyone well.

+ Calls to Action—What do we want these target audiences to do?

- Join SECA and our state affiliate.
- Renew their memberships annually.
- Attend the annual SECA and affiliate conference.
- Recommend SECA and affiliate to colleagues.
- Understand and recognize the value of the SECA membership.
- Apply knowledge gained from SECA resources and training in their work to improve the quality of care and education provided to young children in the South.



Framing the Message—Benefit Exchange and Barriers



■ **Part One—Benefit Exchange**

■ Key Questions:

- Why should our target audiences care?
- What's in it for them?

■ **Part Two—Barriers**

■ Key Questions:

- What challenges do we face in motivating the action?
- What's going to be difficult?

+ Best Strategies—The best ways to achieve our marketing goals

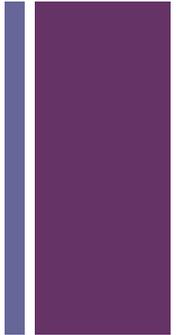
- Grow our network “from the ground up”
 - Partner with state and local affiliates and organizations to increase SECA’s visibility and to grow support for the Association.
 - Use social media to enhance our visibility and connection to individuals.
- Provide valuable, accessible, cost-effective benefits?
 - Use technology to our advantage in order to provide the best benefits at the lowest possible cost.
 - Make benefits readily available—easy to find and easy to use.
- Show/tell our target audiences how they can use the information, resources, and training we provide to make a real difference in the lives of real children and families.

+ Tactics—How to bring the strategies to life

▪ Tagline

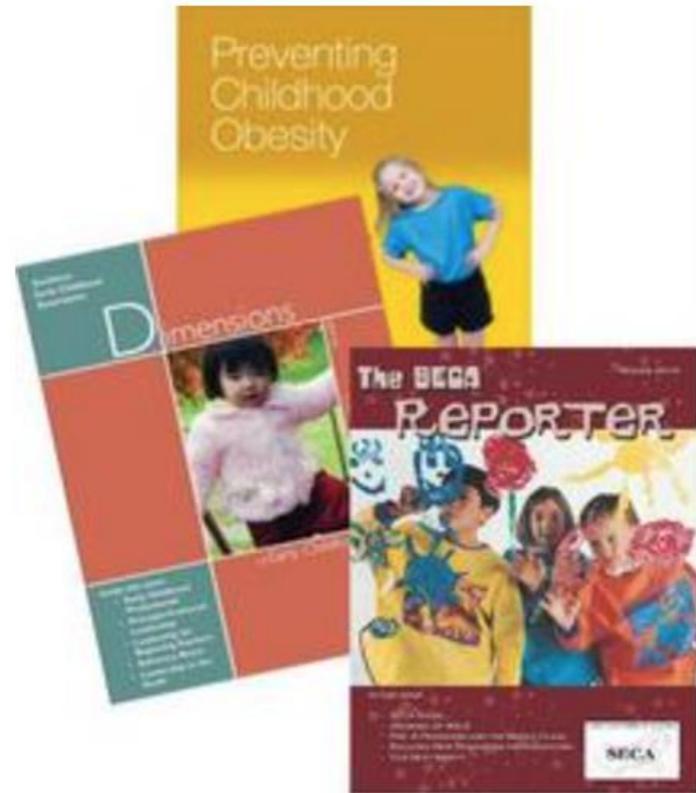
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- Create talking points for board and staff—quick, easy-to-remember responses to the following questions:
 - What does SECA and the affiliate do?
 - Why should I join?
 - Why should I attend the conference?
 - Are there any other questions you, as board members, hear frequently?

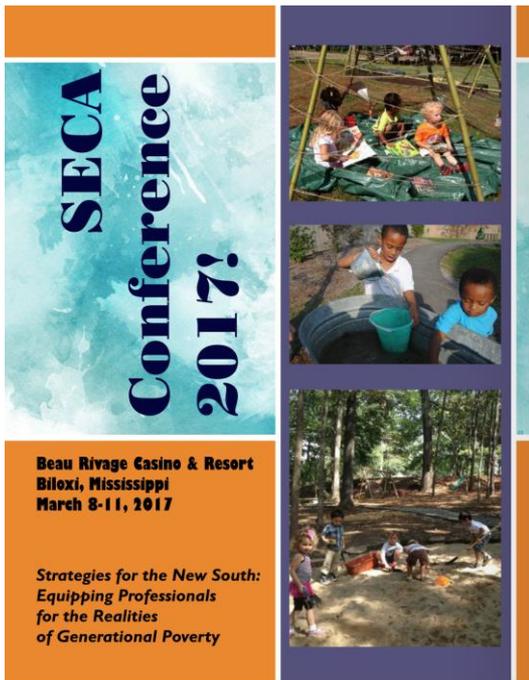


+ Tactics—Create a look and feel

- Create a “look and feel”
 - Logo
 - Should we consider a new logo?
 - Does the current logo have enough visual appeal?
 - Publications



+ Tactics—Advertising



- Print advertisements
 - Membership/About SECA
 - Conference Advertising
 - Save-the-date
 - General Ad
 - Targeted Ads and Promos
 - Exhibitor Postcard
 - Child Care Center Postcard
 - Pre-conference Brochure
 - Other Ads in *Dimensions*

+ Tactics-Email Campaigns

■ Membership/About SECA

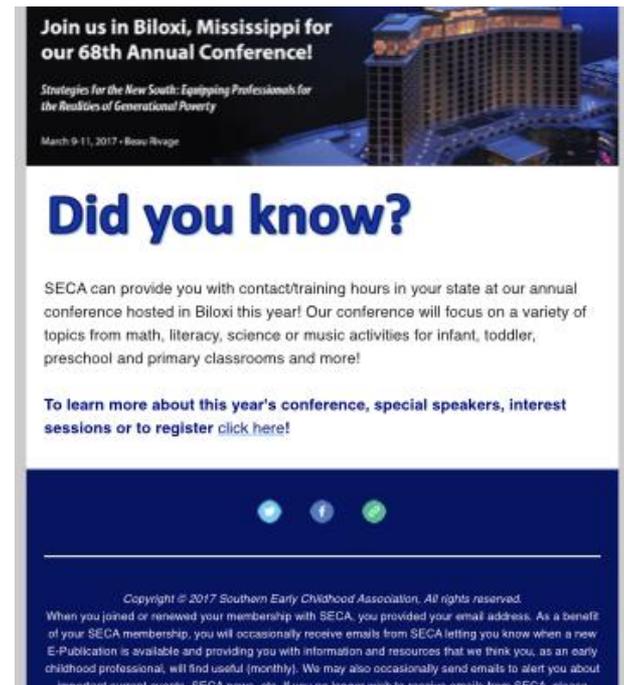
- Develop email to go out to new members 3-4 months after they join to remind of membership benefits.

■ Renewal Notice

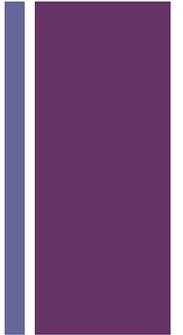
■ Local Affiliate Connections

■ Conference Marketing

- Conference highlights
- Targeted emails
- Online registration open
- Hotel reservation cut-off
- Early registration deadline



+ Tactics—Social Media



■ Facebook

- Thursday & Friday best traffic
- Mid afternoon best-Aim for 10 posts per week

■ Twitter

- Wednesday and weekend best for B2C/Weekdays for B2B-Post 3-5 times per day

■ Instagram

- Daily/End of workday is best

■ Pinterest

- Between 8pm to 11pm is best -Aim for 5



+ Best Strategies and Tactics

■ Key question:

- Given our target audience groups and the actions we want them to take, what are the best ways to motivate them to do so?

■ Key question:

- How do we connect SECA and our affiliates with our target audiences via these strategies and tactics?



Please don't leave your great ideas here! Commit to a specific time to further develop a marketing and communications plan for your state affiliate.