

**moaeyc** Missouri Association for the  
Education of Young Children  
An Affiliate of **naeyc**<sup>®</sup>



**Annual Report 2021-2022**

## Annual Report

December 2022



### Our Mission

The Missouri Association for the Education of Young Children (MOAEOYC) promotes high-quality early learning for all children, birth through age eight (8), by connecting practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children.

Our members are connected through a network of local chapters that share MOAEOYC's and NAEYC's goals in working on behalf of young children and early childhood professionals.

Our work is driven by five strategic priorities and goals outlined by NAEYC:

**Priority: High-Quality Early Learning**

- **Goal:** *Children birth through age 8 have equitable access to developmentally appropriate, high-quality early learning.*

**Priority: The Profession**

- **Goal:** *The early childhood education profession exemplifies excellence and is recognized as vital and performing a critical role in society.*

**Priority: Organizational Advancement**

- **Goal:** *NAEYC is a highly valued, credible, and visible organization.*

**Priority: Organizational Excellence**

- **Goal:** *NAEYC reflects excellence in all aspects of organizational health and vitality.*

**Priority: Leadership and Innovation**

- **Goal:** *NAEYC cultivates leadership and incubates innovative strategies that propel the field, profession, and systems of early learning.*

# BOARD ACTION



Karrie Snider became the President in September 2021, and presented a new format for the MOAEOYC board to focus their events and goals around, and challenged them to "Connect, Cultivate, & Champion", as they looked at creating supportive networks for practitioners and leaders, support quality through life-long learning, and advocate for the field with DEI in mind. A yearly calendar was developed with multiple activities discussed in each area, with board members being asked to commit to specific jobs associated with planning and organizing those activities.

The board continues to talk about DEIB in relationship to events and activities and had an initial conversation around a DEIB statement being added to the website. However, there has been no real movement made in the board structure that demonstrates any significant changes. The Public Policy chair has shared ideas and samples of other organizations DEIB statement, but there has not been a final decision made on a DEIB statement for the website.

Membership was closely discussed and reviewed by the board through several avenues including:

- Charting current members (by county) against the pre-covid membership numbers and locations
- Targeting specific areas where past members are located
- Focusing on several small membership drives each year
- Possibly increasing the production of the MOAEOYC UPDATE (e-news) (the main point of contact with the majority of our members)

- Exploring new ways to support chapter events (additions to chapter tool kit, board members at every chapter event)
- Creating opportunities for membership scholarships through nominations by current members (in specific categories- new teacher, family child care, student, emerging leader, works with diverse learners, and rural teacher). Six memberships were awarded from the nominations

Advocacy continued to be a focus area with about 15 people participating in the Public Policy Forum, and the creation of an advocacy Listserv of MOAEOYC members. Week of the Young Child celebrations included a statewide advocacy postcard campaign with hundreds of postcards delivered to the Governor's desk, and a face-to-face meeting with him on the same day. The committee plans to continue this activity and make deliveries to the legislatures on a regular basis. Collaborative efforts are continuing with other state organizations to highlight the ECE community needs and

Several events were planned by the chapters, including a five-hour leadership training available as a one day in person training, or four Friday mornings online. Both options proved to be successful and attracted people from across the state. Participants received a Leadership book co-written by the presenter, Mike Abel, as part of their registration. Plans are in place to continue with a part 2 training next year. A one-day mini conference was also held with a focus on Project Approach and was hopefully going to be the springboard for a longer training in Summer. Unfortunately, not enough people were registered, so it was cancelled with plans being made to reschedule it next summer.

A few other highlights of the year are:

- The University of Central Missouri became the latest entity approved to provide the 9-hour block of classes related to leadership and management required for the Director's Credential.
- Lisa Thompson became the President-Elect during the annual election

## GOVERNANCE

### **Lisa Thompson -Elected April 2022 MOAEYC Governing Board President Elect**



Lisa Thompson  
St. Louis, MO

*Lisa assumed the role of  
President Elect  
Sept 1, 2022*

I have a Bachelor's degree (1981) and a Master's Degree (1983) in Child and Family Development from the University of Missouri at Columbia. Upon graduation, I moved to Kansas City where I served as an assistant director of a YWCA child care program and then as the director of a for-profit center. After my oldest daughter was born, I decided I wanted her to be around her extended family, so I put the word out to my MO AEYC friends who gave my name to colleagues in St. Louis. I soon had a position at the University of Missouri—St. Louis as Director of the Child Development Center within the School of Education. After about three years there, I accepted a position as an Early Childhood Instructor at a career and technical high school. There I worked with both high school students and preschoolers and ran the lab school for 28 years. Since retiring in 2019, I have been working as a substitute teacher for a friend's child care group home and as a consultant for the Quality Assurance Report Pilot Project.

While in Kansas City, I served on the Board for GKC AEYC. In St. Louis, I served on the St. Louis AEYC Board as chair of the Membership Committee and of the Program Committee. I am very involved member of Oak Hill Presbyterian Church, where I am an Elder and Sunday School Teacher. Through Oak Hill, I became involved in faith-based community organizing with Metropolitan Congregations United (MCU). I served on MCU's Board for many years as Secretary and as President and continue to be an active member of the Education Task Force. I was involved in the Diversity and Equity Team at South Tech High School for two years before my retirement. In 2018, I joined the MOAEYC Board as the Public Policy Chair.

I feel that my membership in NAEYC has been a great benefit to me throughout my career. The national organization, Missouri's affiliate, and the regional chapters have provided me with resources for professional development, a network of colleagues, and by paying my membership, I am supporting excellence in early education.

Since joining the state board, I have been especially happy to learn how NAEYC is boldly and effectively advocating for both high quality child care AND an adequately compensated workforce. Through NAEYC's Public Policy Forums, I have gained more insight into the importance of advocacy, and combined with the organizing skills that I've learned, I feel that I am in a place where I can help MOAEYC build for the future. I am inspired by my fellow MOAEYC Board members, by President Karrie Snider, and by the potential for growth that we embody. I would be honored and very excited to be able to help lead MOAEYC into the future.

# STRATEGIC PLAN AND GOALS



Missouri Association for the  
Education of Young Children

## MOAEOYC Strategic Plan 2021– 2023

approved Aug 2021

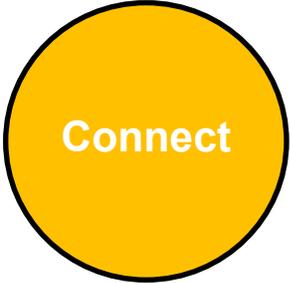
### Creating Supportive Networks for Practitioners and Leaders

**Focus Areas:** *Promote Chapter & Director Development  
Chapter Institutes/Conferences*

**Goal:** Connect with Missouri educators to develop a strong, diverse membership

**Functions:** Promote chapter and member development, recruitment, and retention

- Activities:**
- *Receptions: CYY and NAEYC*
  - *Chapter development - creating a chapter development training to start mentoring support*
  - *Ed Chats: fall (DEIB), spring (advocacy), summer (how to start a new chapter)*



Connect

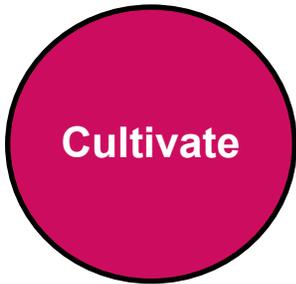
### Supporting Quality through Life-long Learning

**Focus Areas:** *CYY Leadership Track & NAEYC Presentations  
Supporting Chapter Institutes/Conferences*

**Goal:** Cultivate quality in the profession through outreach, support and  
ucational leadership activities

**Functions:** Support ongoing PD activities and development of inclusive community

- Activities:**
- *Participate/Support Chapter Institutes & Conferences*
  - *Participate in CYY Leadership Track/ NAEYC Conferences*
  - *Organize annual Ed Chats*



Cultivate

### Advocating for the Field

**Focus Areas:** *Public Policy Forum  
Week of the Young Child  
Unifying Framework  
Position Statements*

**Goal:** Engage in state-wide policy and advocacy efforts

**Functions:** Promote state and national advocacy efforts to advocate for Missouri's children and families.

- Activities:**
- *Promote, organize a MO group, and attend activities of the NAEYC public policy forum*
  - *Week of the Young Child Proclamations/Events/Interactive map*
  - *Supporting legislation banning suspension/expulsion in ECE (January Ed Chat)*
  - *Opposing legislation prohibiting DEIB curriculum in schools (education about the Anti-Bias Curriculum in ECE)*
  - *Monitoring all activities for outreach to groups we are underserving.*
  - *Statement on D, E, I, B for website*
  - *Meet with Office of Childhood to discuss workforce crisis & need for equitable pay*



Champion

# ADVOCACY

## MOAEOYC 2021-2022 Public Policy Work

Lisa Thompson, Public Policy Chair



Lisa Thompson,  
MOAEOYC Public  
Policy Chair

### ADVOCACY:

*Advocacy is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.*

MOAEOYC participated in several NAEYC Campaigns this past year designed to support children by informing voters and legislatures on various issues.

The MOAEOYC Public Policy Chair, Lisa Thompson, guided the work of the board and participated in national and statewide efforts in the following ways:

Monthly participated in Kids Win Missouri Early Childhood Policy Priority Workgroup

August 2021 –Facebook post promoting NAEYC’s State Survey results.

October 2021– Participated in NAEYC Zoom meetings about Affiliates Facing Political Opposition and briefed the MOAEOYC Board about legislative threats to diversity, equity, and inclusion work.

October 2021–Facebook post promoting NAEYC’s information about the Build Back Better federal legislation

October 2021- Signed on with a number of national organizations working to make clear the individual and collective importance of the Build Back Better Act, provisions that directly support families – specifically, paid family and medical leave, the child care and preschool components, and the Child Tax Credit.

November 2021–Began meeting with Child Advocacy Day 2022 Planning Committee

December 2021- signed onto a statement about priorities for spending ARPA funds in MO

Feb 2022 - Participated with a team of 10 Missouri members in the NAEYC Public Policy Forum, virtually.

Feb 2022 —Created a MO Public Policy Listserv

Feb 2022—Became a MO Child Advocacy Day sponsor

March 2022 — Created a Packet of Week of the Young Child ideas and plans to share with the members . Included were opportunities to nominate other people in 7 categories to “Thank a Teacher” who could receive a free MOAEOYC membership.

March 2022— Started a state wide postcard campaign “Shifting the Narrative” to bring attention to the issues in child care needs.

April 2022—Supported WOYC Activities

May 2022—Delivered hundreds of signed postcards to the Governor and other legislatures

# ADVOCACY (Cont.)



(Left to right) Lisa Thompson, (Public Policy Chair), Nicci Rexroat (Vice President), Governor Mike Parson, Michelle Mathews (Past President, and Karrie Snider (President)

## Shifting the Narrative

Hundreds of signed postcards from family members as well as child care workers and administrators were delivered to Governor Parson's desk and to other legislatures on May 3, 2022.

**We know...** Early Childhood is a crucial part of Missouri's economy.

**We know...** It is a struggle to find quality staff and provide quality care at an affordable rate.

**We know...** It is time to support Early Childhood for the children, families, and workforce of Missouri.

**It's time to #Solvechildcare!**  
It is time for substantial and sustainable support for Early Childhood!

HOW MUCH DO FAMILIES PAY ANNUALLY FOR CENTER BASED CHILD CARE?	
 Infants \$9,880	 4 Year Olds \$8,849
HOW MUCH ARE EARLY CHILDHOOD EDUCATORS COMPENSATED?	
 Est. Annual Salary \$21,736	

**4/5** CENTERS SAY THEY HAVE STAFFING SHORTAGES

**1/3** CENTERS ARE CONSIDERING LEAVING OR CLOSING DOWN THEIR PROGRAM THIS YEAR

PHOTOS COURTESY OF FACTORIE



# LEADERSHIP AWARDS and GRANTS

## Kathy R. Thornburg (KRT) Awards Guidelines Revised



Kathy Thornburg  
Columbia, MO

In 2004, the MOAIEYC Board established the KRT Leadership Fund to recognize Dr. Kathy R. Thornburg's contribution to the early childhood field, MOAIEYC, and specifically her dedication to supporting and developing new leaders.

The intent of the KRT funds is to support MOAIEYC leadership initiatives, including strengthening membership, student and young professional initiatives, creating new chapters, conference attendance, mentor projects, etc.

**Applicant qualifications:**

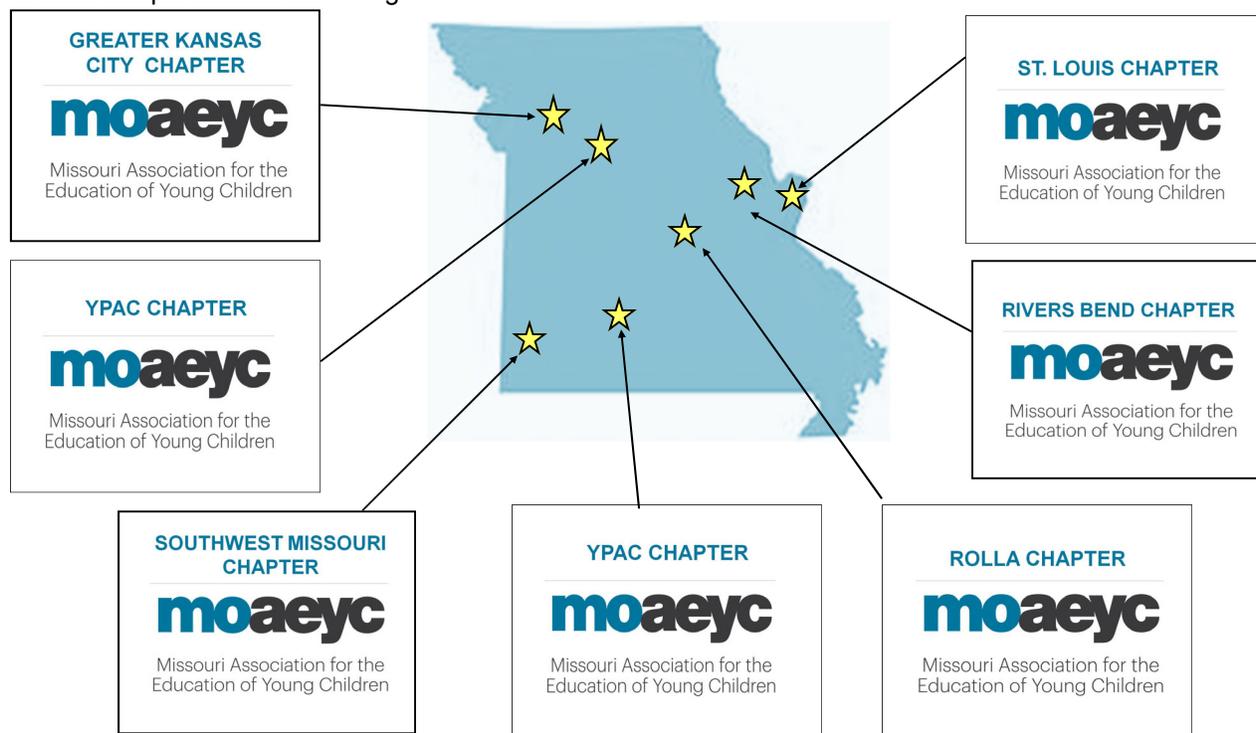
- Current MOAIEYC Member
- Active leadership with the local chapter/state board/committees

The complete guidelines and application are available on the [MOAIEYC website](#).

An online submission form and budget template are also provided. Applications will be accepted year round and applicants will be notified within sixty days of application.

# MEMBER EVENTS Sept 2021-Aug 2022

All Chapters are encouraged to offer opportunities for providers that support their professional development. In addition, families events are provided to encourage involvement and to demonstrate DAP for children.



## MOAEOYC Affiliate Events

DESE Updates	Formation and work of new MO Office of Early Learning	July 20, 2021	10	Virtual
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## YPAC Chapter at UCM

Promoting Problem Solving, Social Skills, Addressing Bullying and Valuing Diversity	Using Personal Dolls in the classroom	Nov 9, 2021	24	Virtual- 2 Hours
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## Greater Kansas City Chapter

Director's institute	5 Hours	Oct 22, 2021	Kansas City	12	In-person
Director's Institute-Part 1	1.25 Hours	Nov 5, 2021	Kansas City	22	Virtual
Director's Institute-Part 2	1.25 Hours	Dec 3, 2021	Kansas City	17	Virtual
Director's Institute -Part 3	1.25 Hours	Dec 10, 2021	Kansas City	15	Virtual
Director's Institute-Part 4	1.25 Hours	Dec 17, 2021	Kansas City	16	Virtual
GKC Chapter Conference	3 Hours	April 2, 2022	Lee's Summit	40	In-person

## NAEOYC Events and Opportunities

NAEOYC Conference 2021	Nov 6-9, 2021	Virtual	NAEOYC Scholarship provided to emerging leader to attend
Public Policy Forum	Feb 28-Mar 1 2022	Virtual	15
Professional Learning Institute	June 12-15, 2022	In-Person	Cleveland

# FINANCIAL INFORMATION

## FY21 Financial Report (9/01/21-08/31/22)

<b>INCOME</b>	Membership Dues	13,339.40
	Advocacy Book Sales	13.99
	Chapter Contributions	5,000.00
	Board Donations	326.55
	Job Board postings	229.15
	KRT Leadership Funds (In/out)	1,083.00
	<b>TOTAL</b>	<b>\$ 19,992.09</b>
<b>EXPENSES</b>	Annual SOS Registration	68.61
	Office Supplies	300.98
	PO Box and postage	204.00
	Phone	137.30
	Insurance-D&O and Liability	2,870.00
	Teleconferencing	149.90
	Contract Services	24,000.00
	Website hosting/maintenance/program	402.70
	Child Advocacy Day	100.00
	KRT Funds/receptions (in/out)	962.96
	Public Policy Forum	150.00
	<b>TOTAL</b>	<b>\$ 29,346.45</b>

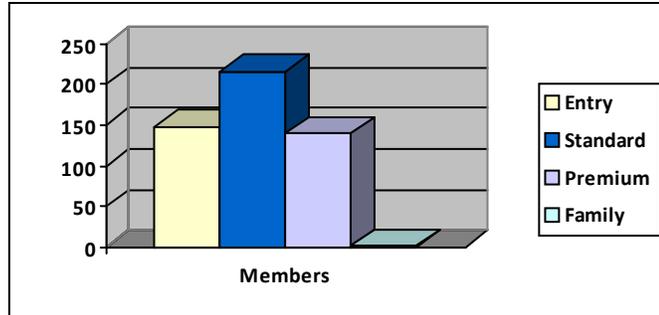
<b>ASSETS</b>	
MOAEYC Checking Account	\$ 47,502.49
MOAEYC Reserve fund	\$ 10,330.26
<b>Total MOAEYC \$ 57,832.75</b>	
Other chapters accounts	<b>\$ 35,475.73</b>
Kathy Thornburg Leadership Funds (overseen by MOAEYC )	<b>\$ 150,784.10</b>
<b>Total</b>	<b>\$ 244,092.58</b>

# MEMBERSHIP INFORMATION

## MOAEYC Membership by the Numbers

Aug 31, 2022

Entry	148
Standard	215
Premium	140
Family	0
<b>TOTAL</b>	<b>503</b>



*We look to continue creating chapters, thereby bringing more early childhood trainings and support to local communities across the state.*

## Membership Engagement through Chapters

In total we have six chapters established, and conversations continue around starting chapters in two other regions and at two other colleges.

The GKC Chapter has actively pursued virtual trainings which have been open to all members across the state and part of Kansas.

All chapter events are open to any NAEYC member, and additional information can be found on the MOAEYC website as each event develops.

We are looking to continue creating chapters, thereby bringing more early childhood trainings and support to local communities across the state. Additional information on requirements to start a chapter are also on the website.

## Critical Steps to Keep Member Date Updated at NAEYC

To continue receiving electronic updates through NAEYC and MOAEYC, members must keep their personal data updated.

To check your data and/or make updates to your address, phone number, and **email**,

- First access the NAEYC website: <http://www.naeyc.org>
- Then follow the "Member Login" link in the upper right hand corner of the home page
- Follow instructions on each of the linked pages to access your personal data.

# ACCREDITATION

Programs that pursue NAEYC Accreditation join a community invested in ensuring quality early learning opportunities for young children everywhere.

NAEYC Accredited early learning programs are exceptionally well equipped and meticulously measured for indicators of quality in the classroom and beyond. From guidelines for teacher preparation through safety standards, NAEYC Accreditation ensures that programs are safe, well prepared, and intentional about ensuring children's success. As a reputable indicator of quality, NAEYC Accreditation correlates with children's greater readiness and success in school and beyond; increased educational attainment rates; and overall healthier lifestyles.



Currently there are eighty two NAEYC Accredited facilities across the state of Missouri. Congratulations to the nine child care facilities in Missouri (listed below) that have successfully achieved or renewed their NAEYC Accreditation in the 2021-2022 fiscal year. You are making a difference in the lives of children and families every day!

These centers have survived the unprecedented times of the past few years, and some may have had to delay their renewal or initial accreditation because of restrictions. As we strive to continue improving quality programming for children in Missouri, our hope is that more centers will pursue accreditation and those currently accredited will seek renewal.

Phyllis and Richard Leet Center for Children and Families at Northwest Missouri State University	800 University Drive Brown Hall	Maryville	MO	64468
Kiddie Academy of Des Peres	13133 Manchester Road	Des Peres	MO	63131
KinderCare	1404 South 7 Highway	Blue Springs	MO	64014
KinderCare Education	2500 Hampton Avenue	St. Louis	MO	63139
Chouteau & Parvin KinderCare	3760 N Jackson Avenue	Kansas City	MO	64117
Countryside Montessori School	12226 Ladue Road	Creve Coeur	MO	63141
Capital Early Learning Center	609 Marshall Street	Jefferson City	MO	65101
Ability KC	3101 Main Street	Kansas City	MO	64111
Northland Early Education Center	8630 North Oak Trafficway	Kansas City	MO	64155

# PROFESSIONAL DEVELOPMENT

## Early Childhood Director's Credential

The Missouri Early Childhood Director Credential was first introduced at the Early Childhood Summit on Nov. 13, 2008. It is approved by NAEYC and is reciprocal with the Kansas Director Credential.

The Credential validates competencies achieved by early childhood professionals in three areas:

- Education,
- Experience, and
- Service

There are two levels of credentials offered:

- Provisional Director Credential
- Director Credential.

The application and directions for both Credentials can be found on the MOAEOYC website.

Several universities offer a pathway to fulfilling the nine hour block of Early Childhood leadership and management courses required to earn the Director's Credential, including.

- Southwest Missouri State University (SEMO),
- Missouri State University
- Park University,
- University of MO at Kansas City
- University of Central MO

All offer a streamlined way to achieve the educational requirements.

The Director Credential Commission is overseen by the Professional Development Chair, and consists of three other board members who review each individual's application for recognition.

They also approve all Higher Education Institutions that have developed the nine (9) hour block of Early Childhood leadership and management courses.

Any Higher Ed institution that would like to apply for this recognition can contact MOAEOYC to request an application.

*Go Further!*

**THE MISSOURI  
EARLY CHILDHOOD  
DIRECTORS CREDENTIAL**

Recognizing the professional development achievements of center-based early learning program directors in Missouri, featuring reciprocal requirements in Kansas.

Missouri Association for the Education of Young Children  
877-296-2852 • moaeyc@moaeyc.org • www.moaeyc.org

**moaeyc**  
Missouri Association for the Education of Young Children

**“ It is approved  
by NAEYC and  
is reciprocal  
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Credential.”**

# Sept 2021– Aug 2022 GOVERNING BOARD



Karrie Snider  
Lee's Summit, MO

- President
- Associate Professor, University of Central MO



Michelle Mathews,  
Columbia, MO

- Past President MOAEC
- Director of MU CDC
- Assistant Teaching Professor, MU



Nicci Rexroat  
Holts Summit, MO

- Vice President
- Owner, A Place to Grow



Sandy Seipel  
Ravenwood, MO

- Secretary
- Assistant Professor/Coordinator of Early Childhood Programs School of Education/ Northwest Missouri



Judy Simpson  
St. Louis, MO

- Treasurer
- President/COO, TodayCare Children's Centers



Cindy Rouner  
Maryville, MO

- Parliamentarian
- Director, Northwest MO State University, Leet Child Care Center



Lisa Thompson  
St. Louis, MO

- Public Policy Chair
- Retired Instructor, Early Childhood Careers, South Technical High School



Tracey Stanton,  
St. Louis, MO

- Professional Development Chair
- Preschool Teacher, St. Louis Public Schools, Mason Elementary



Kim Roam,  
Springfield, MO

- YPAC Liaison
- Professor in the Child & Family Studies Department, Missouri State University



Samantha Frank  
Lynn, MO

- YPAC/Student Rep
- Student/University of Central MO



Kayla Roderman  
Purdy, MO

- Regional At-Large Rep
- Instructional Coach at Monett School District



Sam Schissler  
Leawood, KS

- Regional At-Large-Rep
- Educational Consultant/Kaplan



Jodi Jordan  
St. Louis MO

- Regional At-Large -Rep
- Harris Stowe State College



Darla Wells  
Rolla, MO

- Regional At-Large -Rep
- ECSE Teacher, Rolla Public Schools



Cindy Imhauser  
Lee's Summit, MO

- Executive Director

We're on the Web:  
<http://www.moaeyc.org>

### 2022-2023 Calendar

- November 16-19, 2022 -NAEYC Conference –Washington, DC
- February 26-28, 2023-Public Policy Forum– Virtual
- March 9-11, 2023-Conference on the Young Years (CYY) -Tan-Tar-A
- March 21, 2023 - MO Advocacy Day– Jefferson City, MO
- April 1, 2023– MOAEOYC Conference –Lee’s Summit, MO
- April 2-8, 2023- Week of the Young Child (WOYC)
- June 4-7, 2023 - PLI– Portland , OR

MOAEOYC  
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877.296.2852

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**Website:**  
<http://www.moaeyc.org>

**Face Book**  
<https://www.facebook.com/moaeyc/>

### AEYC-MO Board of Directors Sept 2021-Aug 2022

**President**

Karrie Snider  
Liberty, MO

**Professional Development Chair**

Tracey Stanton  
St. Louis, MO

**At Large Representative**

Kayla Roderman  
Purdy, MO

**Past President**

Michelle Mathews  
Columbia, MO

**Parliamentarian**

Cindy Rouner  
Maryville, MO

**At Large Representative**

Darla Wells  
Rolla, MO

**Vice President**

Nicci Rexroat  
Holt's Summit, MO

**Public Policy Chair**

Lisa Thompson  
St. Louis, MO

**YPAC/Student Representative**

Samantha Frank  
Linn, MO

**Secretary**

Sandy Seipel  
Ravenwood, MO

**At-Large Representative**

Sam Schissler  
Grandview, MO

**YPAC/Student Liaison**

Kim Roam  
Springfield, MO

**Treasurer**

Judy Simpson  
St. Louis, MO

**At Large Representative**

Jodi Foster  
St. Louis, MO

**Executive Director,**  
Cindy Imhauser  
Lee's Summit , MO