

12:00pm Lunch and committee reports

12:30pm Call to Order Atwater
Atwater called the meeting to order at 12:38 pm.

Approval of Minutes

→ Thompson moved to approve the minutes as written. Edwards seconded. Motion carried.

12:35pm Treasurer's Report Edwards

Page 1 of the packet of financials is the balance sheet that shows what is in our accounts as of September 8, 2011.

Page 2 is a Transaction List.

Approval of Checks

→ Eshelman moved to approve check #1085-1102. Smith seconded. Motion carried.

Page 4 is a summary of how we ended last fiscal year. We had budgeted for a deficit and ended with an income of \$52,000. \$50,000 is due to the Blue Cross Blue Shield grant but we still ended with a surplus of \$2,000.

Page 5 is an overview of our current budget.

12:45pm President's Report Atwater

Sebade is no longer on the board due to board attendance. She did give some feedback that due to the number of meetings during the week it is difficult for some board members to attend. Due to this feedback as well as other feedback from board members, the September board meeting in 2012 will be changed from a Friday to the Saturday. So, the September 2012 board meeting will be on Saturday, September 15, 2012.

The remaining one year term as member at large is now open. Atwater can fill this one year term position by appointment. Possible suggestions for this board position include Michelle Gilbert, who was nominated on the ballot during our recent election, Butler County Smart Start Director-Audra Kenneson and Sherron French, the Infant Toddler Specialist from the resource and referral in Salina and perhaps Natalie Unruh, Director of the Fort Hays State University child care center. If anyone has additional suggestions, please e-mail Atwater.

→ Atwater will make contact with these individuals so she can decide who should be appointed at the January meeting.

→ Atwater will send out information to board members on how to access the NAEYC resources for affiliates on the NAEYC website. It is very similar to how we are doing it now. NAEYC posts recordings of the Leadership Conference Calls, Annual Meeting minutes and other valuable information that board members may be interested in.

NAEYC update

-NAEYC has identified 5 locations (and dates) where they plan to hold regional meetings to talk about the white paper document: Colorado, Vermont, Missouri, NC, and New Jersey. Atwater has not heard back from NAEYC whether the dates and locations have been confirmed or not.

-NAEYC is working on the Back to School Campaign recruiting renewal of lapsed members.

Last year, this campaign included 3 free months of membership to any lapsed member that renewed. The affiliates expressed the hardship this free 3 months put on the affiliates. So, this year they decided to send out 32,000 e-mails trying to get lapsed members to renew. Half of the e-mails were a "soft-sell" where

they just reminded members that their membership would expire soon or it just expired-please renew. The other half received an offer of a free publication if they renewed. We had 601 lapsed members in Kansas-108 of those renewed. These surveys are on the NAEYC website if you are interested in more information on the campaign.

Strategic Plan Draft

→ [Purcell moves to approve the Strategic Plan. Kruckenberg seconded. Motion carried.](#)

12:55pm Past President & President Elect Report Crowl & Kruckenberg

Crowl is still representing us on the Early Learning Advocacy Council which is a part of the School Readiness Coalition with Kansas Action for Children. The summit that Edwards attended (for Crowl) and a meeting Crowl attended this week are for the purpose of setting an Infant Toddler policy agenda to be ready for the legislative sessions.

The meeting held this week was to work on long term and short term goals. There was not a consensus so the group will be meeting again. However, the 4 agenda items have been set which are as follows:

- improve access and affordability of health care coverage and services
- promote the inclusion of social emotional health in state programs and policy
- build school ready children and self-reliant families
- expand access to high quality early learning experiences

Mark your calendars

Wed. December 7, 2011-Early Learning Advocacy workshop

This is great workshop for those wanting to get more involved with advocacy but do not really know what they can do.

Wed. February 8th-Early Learning Day at the Capital

NAEYC Public Policy is February 28th & 29th in Washington, D. C.

President Elect Report-no report

1:00pm Administrator's Report VanAtta

- Currently, we have 533 members. This is down from 540 members back in July.
- Exhibitors-23 signed up so far this year. At this time last year, we had 26.
- The next newsletter issue is due out in November.
- VanAtta shared the wonderful reports available with our new electronic newsletter program.

- How many were delivered
- How many got bounced (soft and hard), hard bounces are automatically deleted
- Who opened them
- Who and what everybody clicked on (links embedded in the newsletter)
- Who unsubscribed
- Who forwarded it

If you have any comments, feedback or things you would like to see added to the electronic newsletter, contact VanAtta.

1:10pm Old Business
Blue Cross Blue Shield Grant Atwater/Smith

This committee developed a timeline and nailed down some details during committee work time. Kits will be created that included supplies, materials, books etc. to help them implement the nutrition activities. This kit will include one registration fee for the KAEYC conference.

The keynote at the conference would be covered by grant funds.

