

# Annual Report

2011 — 2012

2012 — 2013



# Message from the President & Executive Director

The AECEO is proud of its 63 year history of supporting and representing the ECE profession and would like to continue to build on these achievements going forward. To do this, however, the association will need to grow its membership so that it represents the majority of ECEs in the province and reflects our increasingly diverse field of practice. The College of Early Childhood Educators (CECE) currently has over 40,000 RECEs registered to practice. This number gives us a clearer picture of what we as a professional association should be aiming for in terms of membership.

Identifying successful membership recruitment strategies is a vital strategic planning exercise for any member based organization. We have aspired to respond to the growing needs of our profession by continuing to provide tangible benefits to our members. However, as we move forward, we need to ask “what happens when your membership does not fully represent the ever changing landscape that is your profession”?

A recent book on association membership, **“The End of Membership As We Know It” (1)**, found that the vast majority of member based organizations today consist of individuals who will retire within the next decade or two. This is significant for member based organizations such as the AECEO as there are radical differences between baby boomers and generation X and Y.

*“Generations X and Y have completely different values, interests, needs, and wants from the generations before them. Their worldview, their priorities- everything about them is different as a result of their social experiences...Generations X and Y will not respond to the recruiting efforts of the past. An entirely new approach is required.”*

To remain a viable source of support and a strong advocate for all of Ontario’s ECEs the AECEO must embrace the transformational changes required to attract future professionals while at the same time continuing to address the needs of our current members.

The Branch Rejuvenation Initiative we embarked on last year is just one of the approaches we are taking to address the changes in association membership and volunteer capacity. Streamlining our governance system and eliminating time consuming administrative tasks at the local level allows our Branch Chairs, and dedicated volunteers, to concentrate exclusively on member engagement and their communities’ continuous professional learning needs. Annual face-to-face meetings and electronic surveys will provide local Chairs with valuable feedback that will help guide future activity and professional development events. The new rejuvenated structure also promotes volunteer engagement amongst members by eliminating the old board structure and replacing it with ad-hoc style committees. This will enable a member to volunteer for the duration of an activity or event based on their availability and interest, allowing more members to get involved with their local branches.

As of March of this year all active branches of the AECEO have converted to the rejuvenated branch model. Our current Branch Chairs have already begun working with the provincial office staff to deliver professional development opportunities and to plan for future events.

The evolutionary journey we have undertaken means that now, more than any other time before, all AECEO members can actively become involved in giving direction and feedback to their professional association. Engaged members allow the AECEO to more effectively support and speak on behalf of *all* the professionals we represent and will increase our resiliency, relevance and leadership capacity as a professional association.



**Rachel Langford RECE**



**Eduarda Sousa**

(1) Sladek, Sarah L

## **A SPECIAL MESSAGE FROM OUR PROVINCIAL PRESIDENT, DR. RACHEL LANGFORD:**

I am greatly honoured to serve as the President of the AECEO Board of Directors and to work with so many committed colleagues. To be a member of our professional association inspires me each day to stay informed about on-going developments in our field by regularly reading up on the e-bulletins and publications shared with members. Learning about branch activities reinforces my belief that ECE professionals are truly dedicated to professional networking and ongoing learning. When perusing the AECEO conference program I marvel at the expertise in our Ontario ECE community. The work, the professional learning and the advocacy that early childhood educators do everyday motivates me to continue to lead during these challenging times. Change in fact stimulates my fighting spirit to contribute to advancing our profession and the well-being of Ontario’s children, families, and communities.

# Strategic Renewal Plan 2011-2014 Update

Like most organizations and agencies in the early learning and care sector, the AECEO has faced many challenges as a result of significant changes in the sector over the last few years, such as; the establishment of a regulatory body (College of ECE), the transfer of early learning and child care to the Ministry of Education, and the austerity measures currently in place at all levels of government.

The AECEO responded to these changes by engaging in short and long term strategic planning. Our strategic planning initiative, launched in the fall of 2010, told us that to remain a relevant leader in the sector it would be necessary to transform and revitalize our organization, grow membership and reach, build community capacity and voice, and strengthen learning and development.

## Branch Rejuvenation

The AECEO Branch Rejuvenation plan was launched in May of 2012 and is one of the primary strategies towards this revitalization. The plan's two year implementation (2012-2014) will:

- Grow membership by providing more opportunities for member engagement and input.
- Allow the establishment of more branches across the province regardless of the size of the local ECE community.
- Transform and energize our organization to provide more value to ECEs in local communities by freeing up branch leadership capacity through a reduction in administrative and governance burden. We see AECEO members playing a more vital leadership role at the branch level and working with local partners to manage change and inform public policy. A unified and informed voice speaks louder and more powerfully and will significantly increase our capacity for influencing change.
- Allow the AECEO to become recognized as a provider of CECE accredited professional learning for ECEs at the community (branch) and provincial level.

During the summer and fall of 2012 the provincial office worked with branch volunteers to begin the transition to the new branch model. Transitional Chairs were identified and put into place to work with local volunteers and the provincial office during the implementation stage. Their first task was to hold a meeting of the local membership in order to develop short and long term goals for the branch. As well, two standing committees of the provincial board were set-up to provide direction and oversee accountability measures for the branches. These committees are the **Professional Learning Advisory** and the **Branch Oversight and Accountability**.

## Reaching every member – addressing the issue of access

For over 62 years the AECEO has supported local member involvement and captured the voice of regional members through our branch structure. In the beginning there were 24 branches representing every region in Ontario and providing local professional development and networking opportunities. Community outreach and collaboration was also an important focus for the volunteer leaders in these regions. Branch volunteers have been instrumental in keeping local ECE professionals involved and informed throughout the many transformations that have happened within the early learning and care sector.

Feedback collected from our members over the last 20 years has shown us that members residing and working in rural and remote areas of the province do not feel connected to their local branch. In some cases members are required to travel hundreds of miles to participate in member meetings or professional development events.

Given the challenges associated with having branches with large borders the provincial board approved the switch from regional to town/city based branch boundaries. Any city/town wanting to establish an AECEO branch may now do so if they have the support of local membership. This will not only address the issue of access to branch involvement but will also allow more communities to become involved in their professional association.

Additionally, the proposed transition from in-person annual general meetings to electronic and mail-in voting will address member participation in guiding the AECEO. A very small fraction of AECEO membership has been fortunate enough to attend and vote at an annual general meeting. Travel costs and time are prohibitive for a large majority of ECEs across the province. A move to electronic AGMs and voting will mean that all members may now take part in giving direction to their professional association.

## Strategic Renewal Plan 2011-2014 Update-cont.

### BRANCH REJUVENATION STATUS

BRANCH	REJUVENATION STATUS	CHAIR(S)
ALGOMA	REJUVENATED	<b>Colleen Brady Angela Dawson (Co-Chairs)</b>
BELLEVILLE	TO BE REJUVENATED	
GREY/BRUCE	TO BE REJUVENATED	
HALTON	REJUVENATED	<b>Betty Read Ra'ana Asad (Co-Chairs)</b>
HAMILTON	REJUVENATED	<b>Shirley Bainbridge (Interim Chair)</b>
HURONIA	TO BE REJUVENATED	
KAWARTHA/HALIBURTON	TO BE REJUVENATED	
KENT	TO BE REJUVENATED	
KINGSTON	TO BE REJUVENATED	
LONDON	REJUVENATED	<b>Jan Blaxall (Chair)</b>
NIAGARA	TO BE REJUVANATED	
NORTH BAY	TO BE REJUVENATED	
NORTHUMBERLAND	TO BE REJUVENATED	
OTTAWA	REJUVENATED	<b>Lisa Lalonde (Chair)</b>
OXFORD	TO BE REJUVENATED	
PEEL	REJUVENATED	<b>Priti Roy (Chair)</b>
SARNIA	TO BE REJUVENATED	
SUDBURY	REJUVENATED	<b>Tina Madore (Chair)</b>
THUNDER BAY	REJUVENATED	<b>Dawnette Hoard (Chair)</b>
TORONTO	REJUVENATED	<b>Bernadette Summers (Chair)</b>
WATERLOO/WELLINGTON	REJUVENATED	<b>Samantha Burns (Chair)</b>
WINDSOR/ESSEX	REJUVENATED	<b>Monica Carruthers (Chair)</b>
YORK	REJUVENATED	<b>Barbara Winberg Ruth Houston (Co-Chairs)</b>

We would like to acknowledge and commend the invaluable dedication and commitment of all of our volunteers, both past and present. The AECEO was built by, and has been maintained by, volunteers. Without you Ontario would not have a professional association for ECEs. We would prefer to name each and every volunteer, however the list would run into the hundreds and the possibility of missing some names too great. We hope that your contribution has been as meaningful and rewarding to you as it has as it has been to the association.

## Professional Learning/Community Engagement

**Our sincere thanks to our branch volunteers and community partners for facilitating a wide range of professional learning activities.**

PROFESSIONAL LEARNING EVENT	BRANCH	PARTNER
<b>NATURE NETWORK</b>	Algoma	Sault College Child Development Centre
<b>ALGOMA ADVOCATES BRAINSTORM SESSION</b>	Algoma	Best Start Hub
<b>SOCIAL MEDIA: USING FACEBOOK &amp; CREATING PAGES</b>	Algoma	Child Care Algoma, Early Years/Best Start Hub
<b>RAISING OUR PROFESSIONAL PROFILE</b>	Hamilton	College of Early Childhood Educators
<b>PEDAGOGICAL LEADERSHIP</b>	Niagara	Niagara Region, George Brown School of Early Child Development
<b>NIAGARA EARLY LEARNING AND CHILD CARE AWARDS OF EXCELLENCE</b>	Niagara	Early Childhood Community Development Centre
<b>LET'S TALK: STANDARDS OF PRACTICE &amp; CODE OF ETHICS PILOT CASE STUDY WORKSHOP</b>	Ottawa	College of Early Childhood Educators
<b>WEEK OF THE CHILD: KRAYONS FOR KIDS &amp; WEEK OF THE CHILD EVENT</b>	Peel	
<b>RAISING OUR PROFESSIONAL PROFILE</b>	Peel	College of Early Childhood Educators
<b>ECE FACULTY SEMINAR</b>	Provincial	Atkinson Centre for Society and Child Development, George Brown School of Early Child Development
<b>CAMP AECEO TEAM BUILDING AND LEADERSHIP CAMP</b>	Provincial	Trent University
<b>TRANSPARENCY IN TEACHING</b>	Sudbury	Cambrian College, City of Greater Sudbury
<b>NATURE BASED EARLY LEARNING</b>	Sudbury	Sudbury Best Start, Cambrian College
<b>NAVIGATING YOUR CAREER FOR SUCCESS: A ROADMAP FOR PROFESSIONALS</b>	Toronto	Ryerson University, George Brown School of Early Child Development
<b>AWAKENING CREATIVITY IN EDUCATORS THROUGH THE VISUAL ARTS</b>	Toronto	Ryerson University Faculty of Community Services
<b>HOW TEACHER GOT HER GROVE BACK: THE PEDAGOGY OF MUSIC AND MOVEMENT IN THE EARLY YEARS</b>	Toronto	Ryerson University Faculty of Community Services
<b>BEATING THE WINTER BLUES CONFERENCE</b>	Windsor/ Essex	Windsor Best Start
<b>RAISING OUR PROFESSIONAL PROFILE</b>	York	College of Early Childhood Educators
<b>TEAM BUILDING II</b>	York	

## Professional Learning/Community Engagement—cont.

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### WHAT'S COMING

- **RAISING OUR PROFESSIONAL PROFILE** - Fall 2013—coming to all branches
- **PROFESSIONAL LEARNING MODULES VIA PEARSON PUBLISHING**—live July 2013
- **AECEO PROFESSIONAL LEARNING WEBINARS**—live August 2013

Watch for e-bulletins about these and other professional learning initiatives.

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## Certification (ECE.C)

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### AECEO Certification: Taking Certification to the next level

In January of 2012 a comprehensive review of the AECEO Certification process began in response to the many changes happening in the early childhood education sector. While the process has been reviewed and updated during its 50 years in existence, the ground breaking transformations that have happened over the last 5 years has necessitated a more comprehensive assessment.

The establishment of a regulatory body, adoption of Standards of Practice and Code of Ethics, introduction of RECEs as teaching partners in full day kindergarten and further expansion of workplace options will need to be reflected in the revised process. More importantly the College of ECE's Continuous Professional Learning Program, which is scheduled for release in the fall, must inform not only the process but the required outcomes. Our Professional Learning Advisory Committee has been tasked with overseeing the review while ensuring the association's principles around continuous professional learning for ECEs is reflected.

We are encouraged by the research that has been completed to date and look forward to launching a program that will continue to ensure that RECEs are challenged, motivated and dedicated to meeting the highest standards of professional practice.

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## Access to ECE/Bridging

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Provincial government funding for AECEO's Access/Bridging project ended as of March 31 2012 and the equivalency department was closed. The AECEO continued to support the remaining participants from April 1, 2012 to March 31, 2013 and issued 107 Letters of Equivalency to successful graduates.

## Chartered Accountant/Licensed Public Accountant

5255 Yonge Street, Suite 700, Toronto, Ontario M2N 6P4  
Telephone: 416-221-3298 ext.127 Fax: 416-221-7005 E-Mail: jmilgram@milgramandmilgram.com

### INDEPENDENT AUDITOR'S REPORT

To the Members of  
The Association of Early Childhood Educators, Ontario

I have audited the financial statements of The Association of Early Childhood Educators, Ontario which comprise the statement of financial position as at March 31, 2012 and March 31, 2013 and the statements of operations and changes in net assets and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

#### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### *Auditor's Responsibility*

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards for not-for-profit organizations. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained in my audit is sufficient and appropriate to provide a basis for my qualified audit opinion.

#### *Basis for Qualification*

In common with many charitable organizations, the Association derives part of its revenue from donations and fundraising, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, my verification of these revenues was limited to a comparison of recorded receipts with bank deposits for the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to donation and other revenues, excess of revenue over expenditures, assets and net assets.

#### *Qualified Opinion*

In my opinion, except for the effect of adjustments, if any, which I might have determined to be necessary had I been able to satisfy myself concerning the completeness of the contributions and fundraising referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of The Association of Early Childhood Educators, Ontario as at March 31, 2012 and March 31, 2013 and the results of its operations and cash flows for the year ended in accordance with Canadian generally accepted accounting principles for not-for-profit organizations.



CHARTERED ACCOUNTANT  
LICENSED PUBLIC ACCOUNTANT  
TORONTO, ONTARIO  
April 25, 2013

## 2011-2012 / 2012-2013 Audited Financial Statements – cont.

### ASSOCIATION OF EARLY CHILDHOOD EDUCATORS, ONTARIO STATEMENT OF FINANCIAL ACTIVITIES AND CHANGES IN NET ASSETS FOR THE YEAR ENDED MARCH 31, 2013

	<u>2013</u>	<u>2012</u>
	\$	\$
<b>REVENUE</b>		
Board fees	300	2,250
Certification fees	1,325	4,475
Donations (Note 5)	38,459	3,905
Equivalency fees	575	690
Grants (Note 6)	5,532	615,952
Interest income	80	217
Membership fees	170,361	181,809
Fundraising and sundry revenue	22,741	27,055
Publications and promotions	11,700	18,292
Member events (Note 7)	<u>18,222</u>	<u>65,200</u>
	<b><u>269,295</u></b>	<b><u>919,845</u></b>
<b>EXPENDITURES</b>		
<b>Administrative</b>		
Bank charges and other fees	9,521	6,874
Equipment purchases, repairs and rentals	18,776	20,059
Insurance	6,690	9,586
Office rent	33,660	43,285
Postage, stationery and supplies	5,402	8,620
Printing and promotions	5,236	2,940
Professional fees	6,504	7,813
Relocation costs	8,217	-
Salaries and benefits	236,024	239,284
Telephone	7,847	10,365
Travel and meetings	<u>2,357</u>	<u>5,397</u>
	<b>340,234</b>	<b>354,223</b>
Less: Program recoveries (Note 11)	<u>-</u>	<u>63,266</u>
	<b><u>340,234</u></b>	<b><u>290,957</u></b>
<b>Programs</b>		
Ontario Bridge Program - Phase II (Note 6)	-	584,212
Trillium (Note 6)	-	39,367
Membership	12,289	17,028
Certification	170	240
Miscellaneous	<u>(822)</u>	<u>6,995</u>
	<b><u>11,637</u></b>	<b><u>647,842</u></b>
	<b><u>351,871</u></b>	<b><u>938,799</u></b>
<b>EXCESS EXPENDITURES OVER REVENUE</b>	<b>(82,576)</b>	<b>(18,954)</b>
<b>NET ASSETS BEGINNING OF YEAR</b>	<b><u>83,036</u></b>	<b><u>101,990</u></b>
<b>NET ASSETS END OF YEAR</b>	<b><u>460</u></b>	<b><u>83,036</u></b>

The accompanying notes are an integral part of these financial statements.

*(This is an excerpt only. For notes and more information, consult the full version of audited statements available from AECEO)*

## 2011-2012 / 2012-2013 Audited Financial Statements – cont.

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**ASSOCIATION OF EARLY CHILDHOOD EDUCATORS, ONTARIO  
STATEMENT OF FINANCIAL POSITION  
AS AT MARCH 31, 2013**

	<u>2013</u>	<u>2012</u>
	\$	
<b><u>ASSETS</u></b>		
<b>CURRENT</b>		
Cash and cash equivalents	2,837	56,422
Short term investments	-	-
Accounts receivable and accrued interest	4,746	24,312
Government excise tax recoverable	4,317	23,304
Prepaid expenses	<u>2,936</u>	<u>12,911</u>
	14,836	116,949
<b>LONG-TERM</b>		
Long-term investments	<u>150,000</u>	<u>150,000</u>
	<u>164,836</u>	<u>266,949</u>
<b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>CURRENT</b>		
Bank indebtedness	74,289	-
Trust funds (Note 3)	905	11,037
Accounts payable and accrued liabilities	<u>11,839</u>	<u>125,990</u>
	<u>87,033</u>	<u>137,027</u>
<b>DEFERRED REVENUE</b>		
Deferred contributions related to operations (Note 4)	<u>77,343</u>	<u>46,886</u>
<b>NET ASSETS</b>	<u>460</u>	<u>83,036</u>
	<u>164,836</u>	<u>266,949</u>

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The AECEO is not-for-profit, charitable organization.  
Registered Charitable Number: 106732001 RR0001  
(Donors listed in quarterly eceLINK publications)