

**Dakota Midland Association for the Education of Young Children  
2007 Strategic Plan**

Program Area	Objective
Accreditation	Our accreditation chair will begin the education process at the local level. The intent is to begin this process on accreditation at the local Fall Mini-Conference that will be help this coming fall, October or November.
Affiliate/State Chapters/Local Groups: Affiliate Technical Assistance	A public policy committee was not completed in 2006. This year of 2007-2008 we will provide our chair with a co-chair to maintain communication and resources between and at scheduled board meetings on the following topics: membership, communication w/members, becoming a leader, issues, website focus on k-3 and all other NAEYC/SDAEYC information.
Governance	The new incoming board members must maintain the new board member binders that were created to include all information for incoming board members. Binders include: President, Co-President, Secretary/Past President, and Treasurer
Business Practice	The new board will continue the newsletters 2x a year. Also, the President and/or Co-President will seek opportunities at the state and national levels to write grants for memberships at the local level.
Public Awareness	DMAEYC will create a marketing plan to include in the binders to help new governing boards maintain membership levels and participation. There will be press releases announcing accepting of new memberships, activities, and advertising DMAEYC. DMAEYC will also try to promote at local trainings by other agencies in town.
Membership	A membership survey will be created and sent to ALL DMAEYC members at the beginning of the year and at the end of the year to utilize membership as a steering committee to develop activities and role of DMAEYC in the community for the next year.
Professional & Leadership Development	To develop a new member packet of resources about DMAEYC, SDAEYC, and NAEYC to hand out at trainings, activities, and to all new members that attend the local DMAEYC first fall meeting.
Public Policy	To continue to provide local incentives to participants of DMAEYC. The Member's Appreciation Dinner held in May, and continue to find money for partial or full memberships to grant to already members of DMAEYC. All members will be informed of Children's Champion website and the importance of signing up to received the Children's Champion newsletters and important information.
Program & Services:	To include in the budget to send at least one governing board member, public policy chair/co-chair, accreditation chair, or member of DMAEYC to "Children's Day at the Capitol"