

June 5, 2012

Dear Colleagues,

I'm writing to let you know of an important decision that the Governing Board made at their May meeting. The Governing Board voted to increase dues for fiscal year 2013. Knowing that Affiliates are required to provide Affiliate and Member Relations with an annual dues update by July 31, 2012, they have requested that we communicate their decision in a timely manner to better enable you and your Affiliate Board to determine any change in your local and state dues. This memo outlines the context of their decision, the increase in dues by category, and next steps.

### Context

The national component has not increased dues in the past 12 years (2000). In 2011, the Board received a comprehensive update on the cost of member benefits and the bundled nature of the Association's dues model across components. (Read the 2011 [Membership Memorandum](#) posted online in the Affiliate Resource Center for more background) While an increase was considered in 2011, we instead adjusted the member benefit package and added exclusive, digital content behind the Member Portal on the NAEYC website ([Members Only](#)). Instead of reducing benefits again to meet rising costs out of our control such as printing and utilities, the Board made the difficult choice to raise regular and comprehensive dues only. As a professional association that deeply values the importance of professional development, the Board decided that it would not raise student dues at this time. Our commitment is to continue providing members and the early childhood field with the highest quality services and materials. These new resources will help NAEYC remain in a position to sustain our high levels of quality.

### 2013 National Dues

The increase helps NAEYC continue to provide the current levels of Member Benefits during the coming year.

Category	Current	New	Change
Student	\$25	\$25	None
Regular	\$25	\$31	\$6
Comprehensive	\$60	\$75	\$15

The Governing Board's decision was informed by the following:

- Fiduciary responsibility to maintain the national component's fiscal health
- Analysis of the range and amount of the combined (bundled) [dues rates](#) across the country

- Analysis of a financial model that reflected different rate changes, inflations rates, and presumed attrition rates
- Impact analysis - 33% of our shared membership has experienced a dues increase within the past 5 years. The majority of these members are located in our top 10 member states.
- NAEYC's commitment to students and their professional development

### **Next Steps**

A member communiqué will be sent by July 2nd, and will also run in our July NAEYC E-News. For those members with email addresses in their Member Profile, this notice will arrive via email. Members without email addresses will be sent a letter via USPS.

In closing I want you to know how much we appreciate your commitment to our shared membership and mission.

Sincerely,

A handwritten signature in cursive script that reads "Jerlean Daniel". The signature is written in black ink and is positioned below the word "Sincerely,".

Jerlean Daniel, NAEYC Executive Director