

SECA 2024 President Elect Candidates

What ideas do you have for increasing membership or member benefits?

Dr. Jeffrey Leffler, MS



As a passionate advocate for early childhood education and a dedicated SECA member, I believe increasing membership and enhancing member benefits are vital to advancing our mission and maximizing our impact. SECA's core belief is that a vibrant and engaged community provides significant value to our members. To foster belonging and connection, we must adopt innovative approaches reflecting the changing landscape of communication and engagement.

Meeting our members where they are is crucial, and one effective way to do this is by integrating SECA into people's daily lives via mobile technology. SECA should encourage regular interaction through digital platforms. Developing our own app or using existing social media can provide members with convenient access to resources, updates, and engagement opportunities.

Beyond regular updates and promotions, SECA can create and share multimedia content that showcases our members' expertise. This includes capturing meetings, conferences, and events, and producing video or audio recordings with interviews, discussions, and educational content. SECA can enhance community-building by hosting smaller meetings in partnership with affiliates, offering intimate opportunities for members to connect, share best practices, and collaborate on projects. Recording and sharing these meetings extends valuable insights to a broader audience, fostering a sense of community beyond geographical limits.

Supporting public policy learning and advocacy at the state level is crucial. Policy decisions significantly impact children, families, and educators. SECA should equip its members with the knowledge, skills, and resources for effective advocacy to shape policies prioritizing young children's well-being. This involves hosting webinars, workshops, and training sessions on current policy trends, legislative proposals, and advocacy for equitable, accessible, and quality early childhood education.

Furthermore, SECA should actively engage in advocacy to amplify early childhood professionals' voices and support policies benefiting children and families. Through strategic partnerships, coalition building, and grassroots campaigns, SECA aims to influence policy decisions and promote evidence-based practices enhancing early childhood education outcomes. Integrating public policy learning and advocacy into our community-building efforts empowers members to become effective advocates for change and champions for children's rights.

Ultimately, SECA is committed to creating an inclusive, dynamic community where members feel supported, empowered, and connected. By embracing technology, multimedia content, and strategic partnerships, SECA will continue to strengthen its role as a hub for early childhood professionals and educators across the Southern region. Together, we can build a thriving community that enriches the lives of young children and families.

Dr. Judy Prine, MS



As President of SECA, I have the following ideas that I would implement during my two-year term. To increase membership, I would challenge the leadership from each state to increase their membership by 10% (5% per year). Additionally, I would challenge the leadership from each state to establish 1 new state student chapter at an institution of higher learning (university, college, community college, etc...).

One of the best ways to increase new membership is to offer viable benefits. As the President of SECA, I would establish an ad hoc committee to explore the possibilities of offering a low-cost life insurance policy for all SECA members. This provides a tangible benefit for our "grass roots" members who receive few, if any, employee benefits beyond their salary. Additionally, I would establish an ad hoc committee to explore the addition of "unit materials" to the SECA website. SECA members could download these "unit materials" for their use.

Research shows that one of the most efficient ways to boost membership is through referrals. As a result, it only makes sense to get our current members involved in spreading the word via a referral program. To encourage our current members to participate, I would propose the incentive of free or reduced SECA annual conference registration for each current member who successfully recruits 5 new members. For the newly recruited members, I would propose a 50% discount for their registration for the annual SECA Conference for their initial membership year. Additionally, all new first year members would be entered into a drawing for full SECA conference registration and a monetary stipend (amount to be determined) for the following year's annual SECA Conference.

We'll periodically publish candidates bios, articles, videos on the SECA website at www.seca.info/presidentelect.

Candidates are listed in alphabetical order.

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