

# OUR THANKS FOR YOUR SUPPORT

ACLP 2021 ANNUAL REPORT

ASSOCIATION OF  
**Child Life**  
**Professionals**



# A MESSAGE FROM THE ACLP BOARD PRESIDENT



## Dear Colleagues,

This year, albeit different than 2020, was still a year that made an impression. The impact of the COVID-19 pandemic on our profession, how we work, and our every day will extend beyond 2021.

The child life profession has adapted, remained resilient, and continues to find ways to provide services for children and families – this is remarkable. I am proud of our profession’s response as it truly reflects the core values of child life.

Several highlights from the past year are documented on these pages. Each of you stepped up in big ways to make sure ACLP and the child life profession remained strong. Whether it was by contributing to our first ever Giving

Tuesday campaign that exceeded our goal, becoming a member, maintaining your certification, or showing your support by volunteering on a committee, **you made a difference.** After the year we all experienced, we deserve a moment to reflect and celebrate the successes, as well as be thoughtful in building our path forward.

We are grateful for all the ways you have offered support, and we’re honored by the confidence you continue to have in us and this work. We look forward to a happy, healthy, and successful year ahead.

Quinn Franklin, PhD, CCLS

ACLP Board President

## A MESSAGE FROM THE ACLP CEO



**As we close out 2021**, the ACLP staff expresses gratitude and appreciation to the child life community. As you read the annual report, I hope you are proud of the work that our ACLP team and child life community were able to accomplish. We all continue to adapt and adjust to our changing environments such as new leadership on the ACLP staff team, COVID-19 variants, health and mental well-being, racial discord, and the impact on each of us professionally and personally.

Through our work together, we had record-breaking registration at our 2021 annual conference and Indigenous Perspectives in the Clinical Setting webinar series in November. With over 40 meetups hosted, there were many great conversations and connections made as well as opportunities to learn from one another. ACLP remains a financially sound and stable organization and our membership remains steady.

Special thank you to our committee leaders and members for your contribution, time, and effort, especially given your normal responsibilities. Your collective efforts yielded a great outcome for many of our initiatives such as the launch of the Emotional Safety Initiative in March 2021, the launch of the Child Life Staffing Analytics Calculator, content for our 27 webinars to offer PDUs, and consistent reviews of our policies and processes to ensure alignment with industry best practices.

ACLP continues to have candid conversations about race. We held our



first-ever Diversity, Equity, and Inclusion Summit, and two workgroups were formed to continue important work and to assist ACLP in becoming a racially conscious inclusive organization. Our board leaders, staff, and some volunteer leaders attended Racially Conscious Collaboration learning sessions throughout 2021 to hopefully be impactful in our personal and professional lives.

As we look forward to 2022 and the launch of our new 2022-2024 Strategic Plan, it is gratifying to know that the organization accomplished the majority of the goals in the previous plan and I am confident we will do the same again.

Again, thank you for being a member, volunteer leader, staff, and for showing up and making a positive impact on those you serve. I cannot wait to see what 2022 holds for ACLP and the child life community. Remember to take care of yourselves, your family, and others through grace and mercy. We all need it.

Alison E. Heron, MBA, CAE

ACLP CEO

# WHAT YOU MADE POSSIBLE!

---

The following pages highlight examples of YOUR IMPACT from your membership and volunteer hours with ACLP.

# ACLCP HIGHLIGHTS

A year to remember,  
thanks to YOU!

5,843

ACLCP  
MEMBERS

1,772

CONFERENCE  
ATTENDEES

6,558

CCLSs

761

NEW ACLCP  
MEMBERS

443

STUDENT  
CONFERENCE  
ATTENDEES

28

COUNTRIES  
WITH A CCLS

45

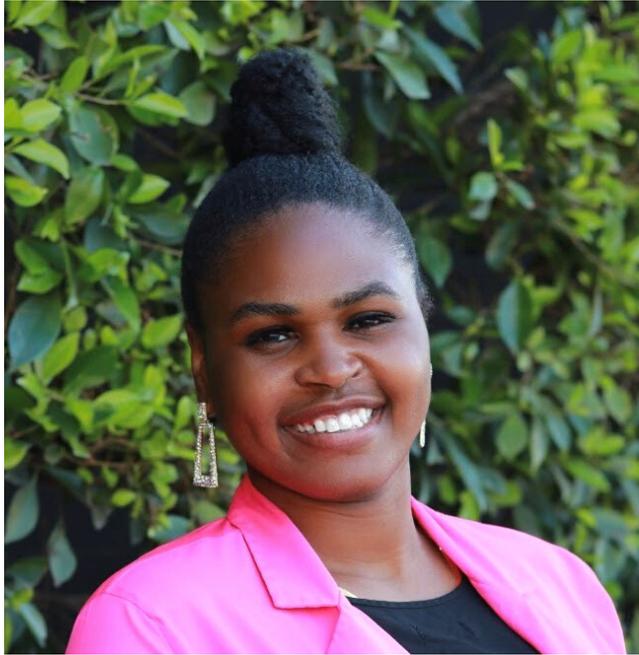
CHILD LIFE  
MEET UPS  
HOSTED

27

WEBINARS  
HOSTED

50

U.S.  
STATES  
WITH A  
CCLS



**"I like the statement - get comfortable being uncomfortable - it has become my motto."**

# Member Spotlight

Being a member of the ACLP leadership committees has impacted me in many different ways. We were able to continue being our authentic selves and we had real-life conversations. I like the statement, "get comfortable being uncomfortable," it has become my motto. Some call me a trailblazer, I call myself Janay, freeing those on the upper ground railroad just like Harriet Tubman did on the Underground Railroad. I look forward to seeing all the hard work and time that we spent in the meetings being executed in a manner to end systemic racism and microaggressions within child life.

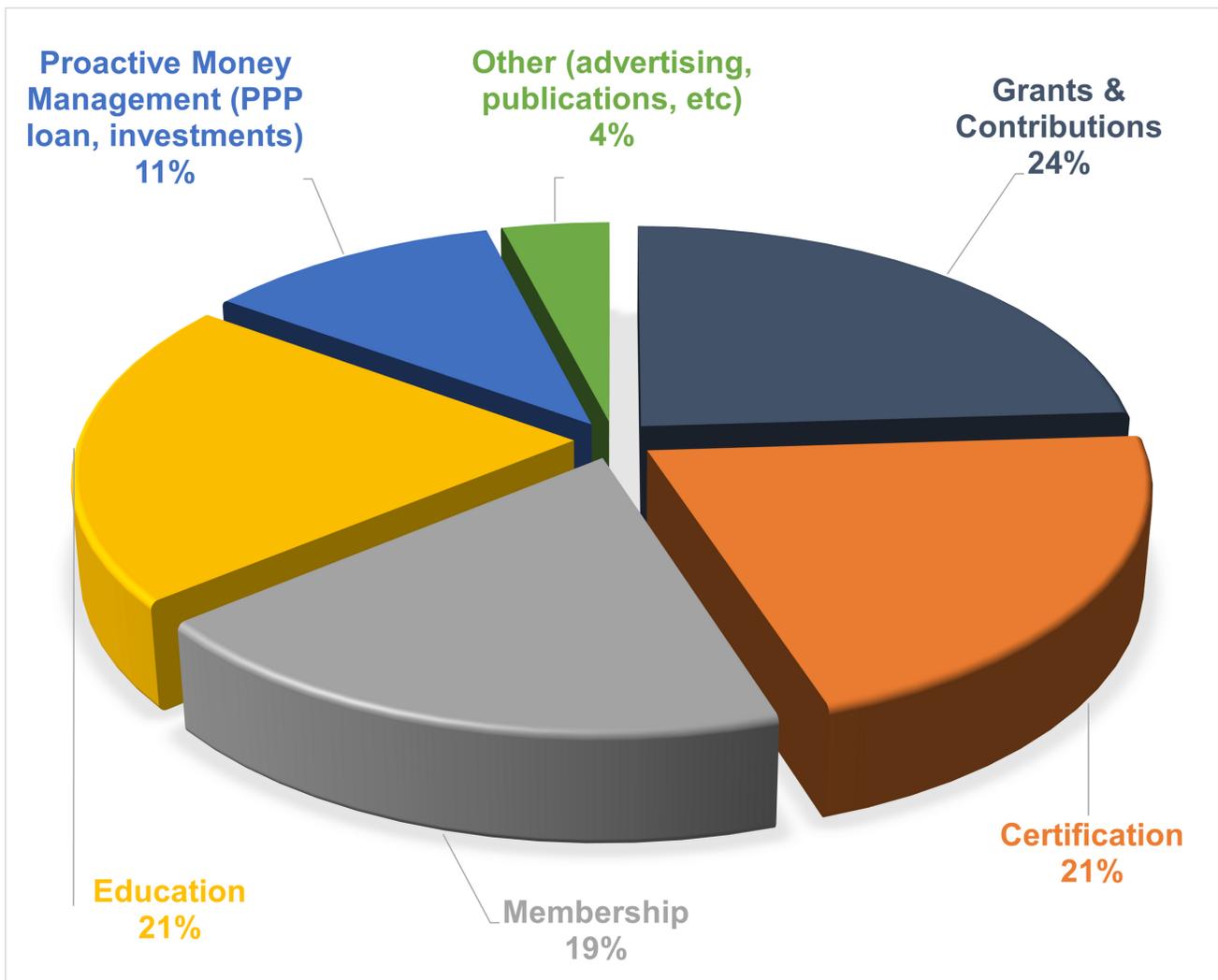
-Janay'

"I'm my ancestors wildest dream" By Russell Joseph Ledet

# ACL P FINANCIAL REPORT

Jan. 2021-Oct. 2021

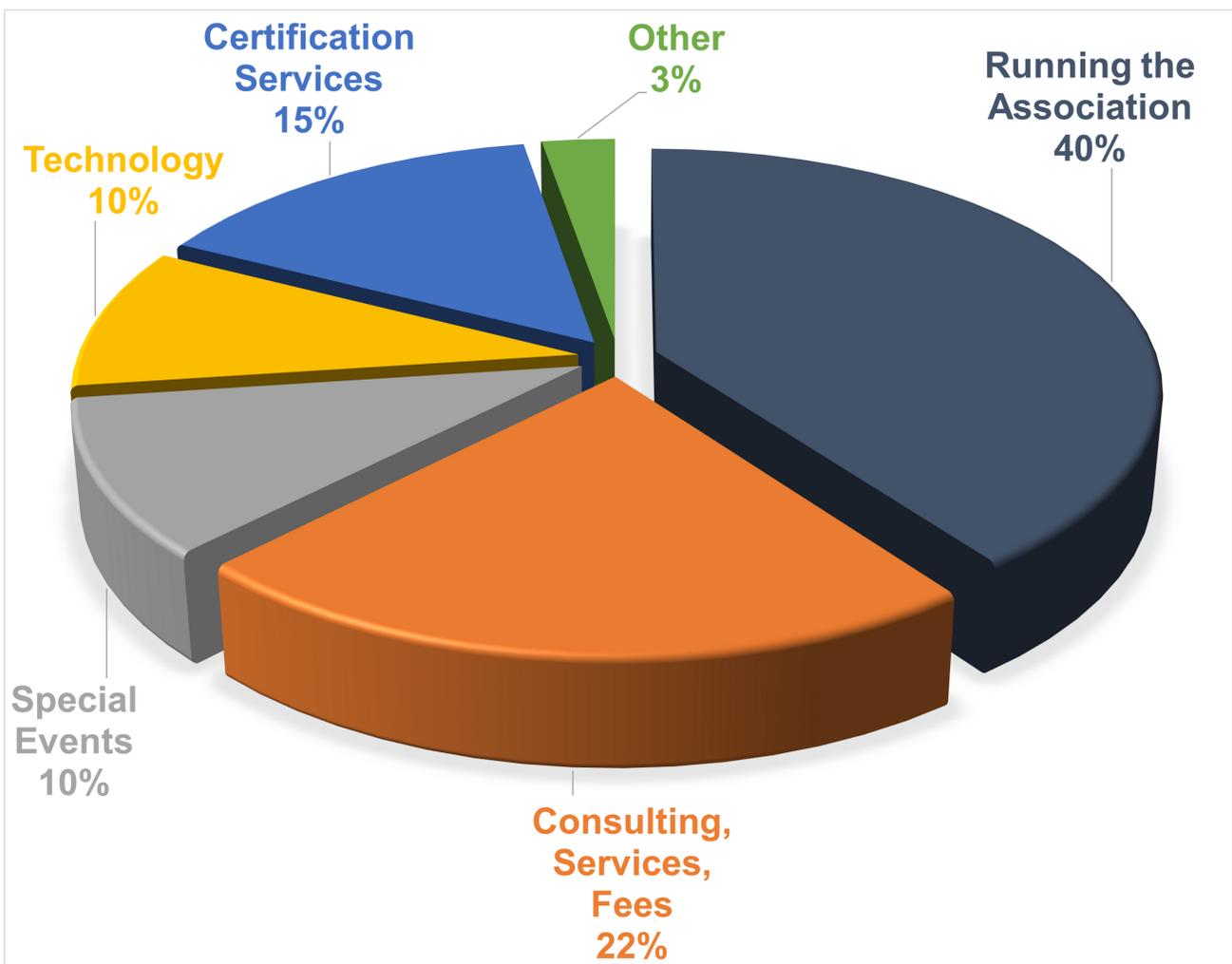
2021 Revenue YTD: \$2,774,214  
up \$512k from last year



# ACLP FINANCIAL REPORT

Jan. 2021-Oct. 2021

2021 Expenses YTD: \$2,379,422  
up \$525k from last year

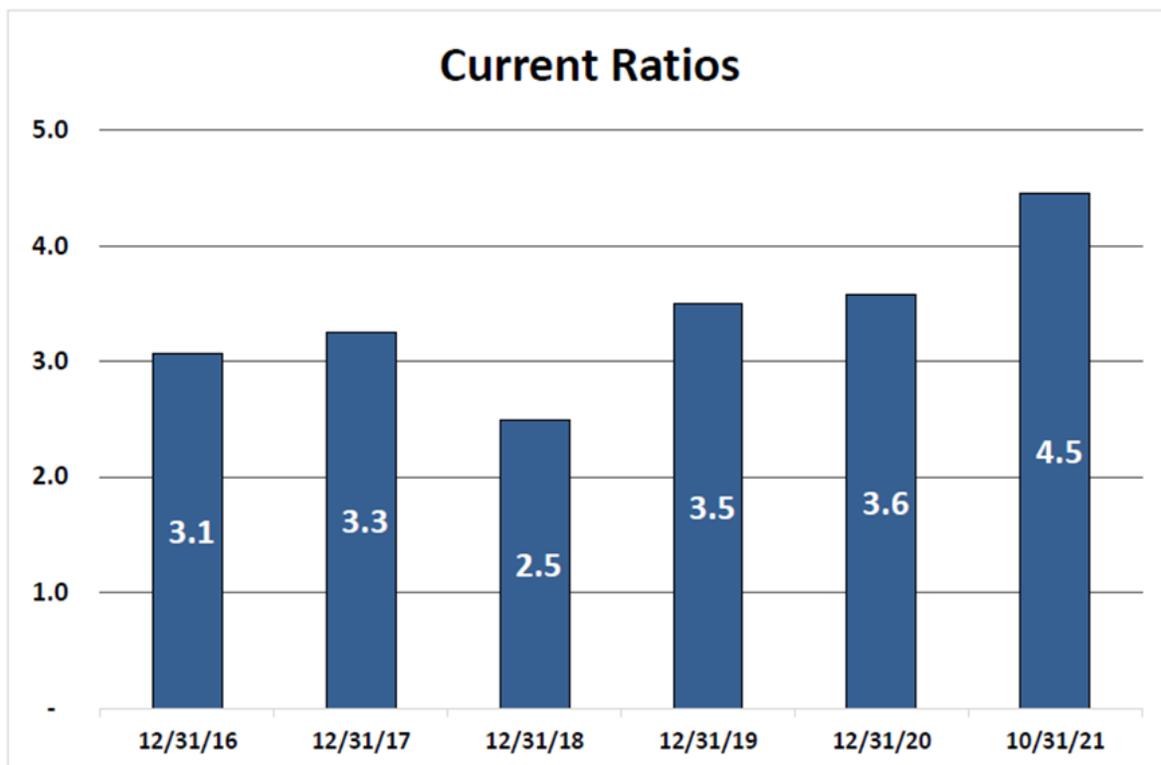


# ACLP FINANCIAL REPORT

Jan. 2021-Oct. 2021

The Asset Ratio is the primary “vital sign” for measuring the financial health of an association. It is calculated by dividing the current assets (what we have) by the current liabilities (what we owe). A ratio of 2.0 or higher is desirable. At 4.5, our asset ratio is excellent! Even if we exclude all the grant funds earmarked for specific projects, our asset ratio would be 3.6, which is still very strong.

## Association of Child Life Professionals, Inc.



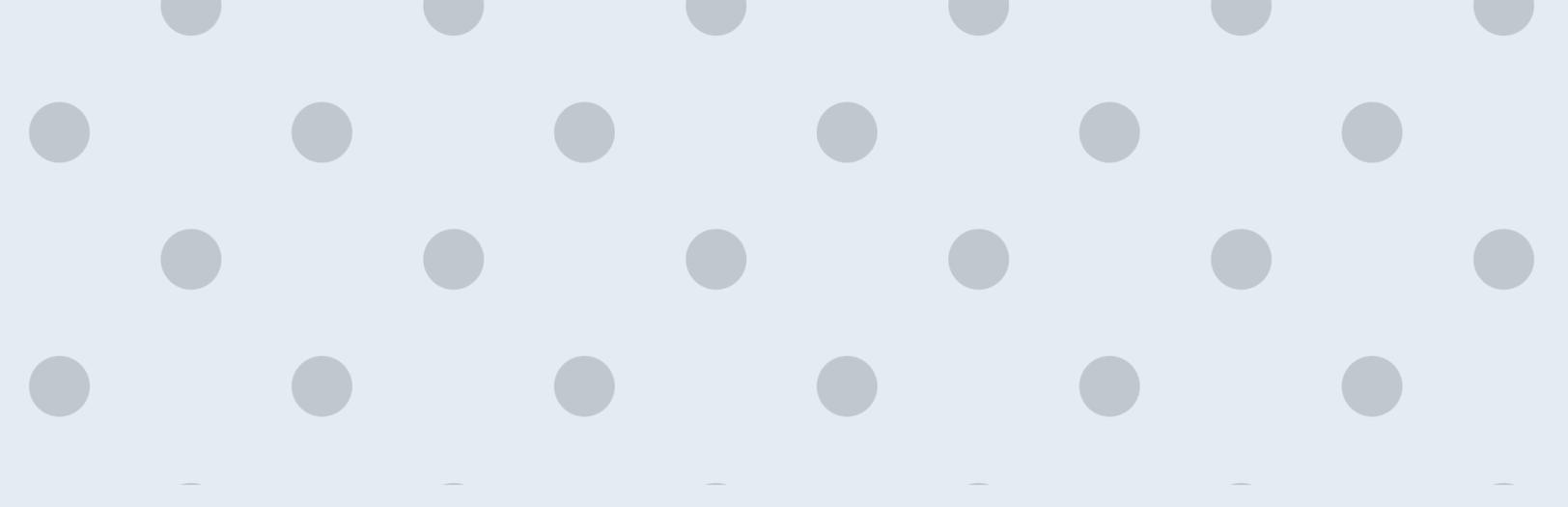
## A MESSAGE FROM THE ACLP TREASURER



The Association of Child Life Professionals (ACLP) uses a multifaceted approach to provide detailed oversight of the organization's financial health, fidelity, and compliance. This includes detailed attention from ACLP staff, and oversight by the board, treasurer, and finance committee. We value transparency and communication, and welcome your questions and interest! As treasurer, I am pleased to share with membership that despite the financial stresses of the pandemic, our organization remains financially healthy.

Above you will see a breakdown of 2021 YTD revenue (money coming in) and 2021 YTD expenses (money going out). The highest share of revenue comes from grants and contributions. Partnerships with donors and grant-givers, like Disney, have been vital to allow us to continue to invest in important programs and initiatives to serve our members during these challenging times. Grant money comes earmarked for certain projects and can only be spent on these initiatives. The generous grants we received this year supported a variety of projects, including the Emotional Safety work, as well as a variety of initiatives around diversity, equity, and inclusion.

The remainder of the revenue primarily comes from education, certification, and membership. This revenue is used to support other ACLP programs, projects, and initiatives. This revenue is used to support other ACLP programs, projects, and initiatives. Some programs and services that are mission-critical (e.g., staff salaries and benefits,



The Journal of Child Life, the Child Life Professional Data Center, etc.) do not generate enough revenue to be financially viable on their own so rely on additional revenue to continue. Our education and certification programs, together with membership fees, help provide the revenue needed to offer these additional services and programs.

Both our revenue and expenses are up when comparing this year to last year. Our increased revenue comes primarily from receiving a larger grant from Disney (\$615k for 2021), increased investment income, and the forgiveness of the PPP loan (this was a government program to support organizations and businesses during the pandemic). Our increased expenses are primarily driven by our work in diversity, equity, and inclusion (e.g., diversity scholarships, Racially Conscious Collaboration trainings), the Emotional Safety initiative (e.g., webinars, media relations), and the search for our new CEO. Most of this increased spending is covered by grants!

We are honored by your confidence in our work and are grateful to have you by our side during this past year and into the future.

Teresa A. P. Schoell, MA, CCLS

ACLP Treasurer

Your membership, volunteer time, and donations make programs and services possible for the child life community. On the following pages are examples of how YOU CHANGE LIVES with your support.  
**THANK YOU!**

## **The Launch of the Emotional Safety Initiative**

The Emotional Safety Initiative launched in March 2021 with the release of the Emotional Safety Framework and the paper "Emotional Safety in Pediatrics." The Emotional Safety Initiative garnered some earned media through a hosted press briefing that was shared with representatives from the Financial Times, Reuters, CNN Health, the Associated Press, The Wall Street Journal, and more. ACLP also hosted a five-part webinar series on Emotional Safety that had over 350 attendees view the webinars and become designated as an emotional safety leader. As COVID-19 vaccines were approved for children and teens, ACLP utilized the Emotional Safety Initiative to share timely resources for parents and caregivers.

## **2021 Child Life Virtual Conference**

The 2021 Child Life Virtual Conference drew more than 1,700 attendees, making it the highest attended conference in ACLP history! The conference consisted of over 35 presentations, both live and on-demand, allowing greater access for members to be able to watch whenever their schedule permitted.

We are so grateful to the Conference Planning Committee, our presenters, and countless others who helped make this conference a success. We can't wait to FINALLY be back in-person again at the 40th Annual Child Life Conference happening May 26-29, 2022 at the Gaylord National Resort & Convention Center as well as virtually.

## Diversity, Equity, and Inclusion Initiatives

2021 was a year of growth for ACLP's continued commitment to our Diversity, Equity, and Inclusion (DEI) initiatives. Our partnership with Tony Hudson, the President of Racially Conscious Collaboration, was continued through participation in his seminars both at a board, staff, and member leadership level to work to become a more inclusive and racially conscious organization.

In early 2021, Tony and his head researcher, Prachee Mukherjee, surveyed a portion of the ACLP membership to complete a DEI Needs Assessment. The goal of this needs assessment was to highlight benchmarks regarding ACLP's DEI work. The findings were used to inform the agenda and conversations at the June DEI Summit. This two-day summit, facilitated by Tony, had participants write their own racially equity belief statement which was

then used to inform, review, and edit ACLP's DEI Action Plan and Priorities and Position Statement. Following the summit, two workgroups of seven summit participants (five summit participants, one board representative, and one staff member) volunteered to further review and finalize the DEI Action Plan and Priorities and Position Statement. These working groups met 4-5 times over the course of two months. The final documents they created were then sent to a panel of ACLP Members of Color. After review, the Members of Color panel approved the documents to be used during this year's Strategic Planning Session. The DEI Committee continues to provide guidance on different topics, specifically working on the Diversity Scholarship.

## Indigenous Perspectives in the Clinical Setting Webinar Series

Over 700 individuals registered for the Indigenous Perspectives in the Clinical Setting webinar series! This is the highest registration numbers of any ACLP webinar. This 4-part series examined key issues, themes, and practical information intended to better equip child life professionals to engage with Indigenous communities and individuals more successfully. This series was free for ACLP members.

## 2022-2024 Strategic Planning Session in Scottsdale, AZ

ACLP leaders and a diverse segment of our membership came together in Scottsdale, AZ to discuss and focus on the future of ACLP. Led by strategic facilitator Lowell Aplebaum of Vista Cova, the strategic planning process is an extensive process to amplify voices and varied perspectives to ensure our organization is aligned to meet the future needs of our membership and the child life community. The 2022-2024 ACLP Strategic Plan is forthcoming in early 2022.

---

## First-Ever Giving Tuesday Campaign

This year, ACLP participated in Giving Tuesday. We set a goal of raising \$700 which would provide 10 ACLP Student Memberships to students in need. Thanks to you, in just 24 hours, we raised \$1,085. That means because of your unwavering support, we are able to provide all 13 students (+ 2 more) who applied to the program with a free ACLP membership. Without you, this would not have been possible!

# WE SALUTE OUR VOLUNTEERS!

Hundreds of people give their time generously each year to operate the 25 committees within ACLP. We are grateful for your dedication. Below are just some of the accomplishments from a selection of the committees during 2021.

## **The Journal of Child Life:**

Became an open-access journal!  
Everyone now has the ability to read all research articles published in JCL.

## **ACLP Bulletin:**

Added a new column, Welcome to the Board Room, to increase transparency around the governance of ACLP.

## **Item Writing & Item Review:**

86 new items (exam questions) were written with all being reviewed, half were accepted.

## **Conference Planning Committee:**

Reviewed over 150 abstracts over a 30-day period, selecting the top 35 for conference.

## **Patient Experience Committee:**

Supported the launch of the Emotional Safety Initiative through the creation of new resources.

## **Mentorship Committee:**

Successfully made 30 mentor/mentee pairings and hosted the Mentorship Collaborative Series at conference with over 500 participants.

## **Staffing Analytics Task Force:**

Developed and launched the Staffing Calculator, an add-on to the CLPDC.

## **Volunteer Recognition & Engagement Committee:**

Created and launched the ACLP Committee Manual Template as resource for committee leaders.

### **Community-Based Practice Committee:**

Completed two surveys to provide resources on community-based practice programming.

### **Awards Committee:**

Held the first-ever virtual awards celebration at the 2021 Child Life Conference with over 100 attendees.

### **Certification Commission Committee:**

Released two major publications: Making Ethical Decisions in Child Life Practice, 2nd Edition, and Utilizing Ethical Tenets and the Child Life Code of Ethics to Navigate Social Networking.

### **DEI Committee:**

Continued to provide guidance on different topics, specifically working on the Diversity Scholarship.

### **Archives Committee:**

Supported ACLP leadership in a special project to archive "history in the making" with COVID-19 changes to the field of child life.

### **Professional Resources Committee:**

Critically reviewed and suggested inclusion of 53 new resources to the ACLP resource library. They also re-introduced the #ChildLife Blog to our community with monthly blog posts.

### **Education & Training Committee:**

Hosted their first "Ask a CCLS" webinar for students with over 40 attendees as well as helping to support the launch of the new Student Hub website.

**You can volunteer for ACLP, too! To become part of an ACLP committee, apply through the Volunteer Interest Form opening in February 2022.**

# GIVING BACK

ACLP offers several scholarship programs to increase access to education, support, and resources to those in the child life field. Below is a recap of the scholarships given in 2021.

14

Diversity Scholarships Awarded

92

Professional Memberships Granted

8

International Conference Scholarships Given

15

Student Memberships Granted

24

Members Renewed Experiencing Financial Hardship

NEW

Webinar Scholarship Program

# A SPECIAL THANKS TO OUR DEDICATED LEADERSHIP TEAM

*We gratefully recognize the members of the ACLP Board of Directors. Your extraordinary dedication and thoughtful leadership are vital to the growth and success of ACLP and the child life profession. Thank you for your service!*

---

Quinn Franklin, PhD, CCLS - President

Lindsay Heering, MS, CCLS – President-Elect

Kim Stephens, MPA, CCLS – Past President

Kate Shamszad, MS, MPH, CCLS – Secretary

Teresa Schoell, CCLS – Treasurer

Sarah Patterson, MSc, CCLS – Director

Riley Hammond, MS, CCLS – Director

René Guilbeau, CCLS – Director

Janelle Mitchell, MS, CCLS – Director

Tracy-Lynn Akitt, CCLS – Canadian Liaison

Leslie Daniels, CCLS - CLCC Liaison

Jennifer Jewell, MD, MS, FAAP

Kari A. Mastro, PhD, RN, NEA-BC

Alison E. Heron, MBA, CAE, Chief Executive Officer, ACLP



# Member Spotlight

“Membership within the Association of Child Life Professionals has provided tremendous benefits to both my department at Children’s of Mississippi and to me as a professional. Volunteering within ACLP committees offers such a sense of community while building a solid professional networking base and friendships along the way. Participating in the Leaders of Change cohort led by Tony Hudson with Racially Conscious Collaboration provided an immense opportunity for me to collaborate with other child life leaders on the advancement of diversity, equity, and inclusion within our professional organization, our places of employment, and the pediatric healthcare community. I am so thankful to ACLP for all of these benefits and more--and for continuing to advocate for the continued advancement of the child life profession!”

Tiffany Key, BS, CCLS  
Children's of Mississippi