



Strategic Plan January 2011

Our Vision: A caring community where all young children thrive!

Our Mission: We mobilize the community to ensure support for young children and their families.

Goal 1: Increase Community Commitment, Investment and Support for Early Learning & Families

Early Learning Plan Alignment	Gap or Unmet Need	Strategy	Activities In order to address our problem we will conduct the following activities	Outputs We expect that once completed or underway these activities will produce the following evidence of service delivery	Measureable Outcomes & System changes Impact we expect that if completed or ongoing these activities will lead to the following changes in 1-3 years
<p>Ready & Successful Systems and Communities <u>Outcomes</u> Communities support families and promote children’s learning and healthy development.</p> <p>The public understands the critical economic and social value of high-quality, culturally competent early learning for every child from birth through third grade, and actively supports related policies and</p>	<p>Promoting early childhood is a community issue. Too often, the public does not understand how children’s early experiences can either positively or negatively impact the greater community. In addition, multiple systems, funding streams and standards have been developed to address young children’s unique needs. This has resulted in a fractured and</p>	<p>Develop and Implement a marketing, communications and public awareness campaign</p>	<p>Develop and Implement a Marketing Plan and Timeline</p> <ul style="list-style-type: none"> • Leverage website, social media • Identify audiences • Identify key messages • Align/complement Thrive by Five “love talk play” • Identify long term and short term activities • Align/partner with community events/effort to increase traction • Process for Leveraging local & state events/initiatives <i>i.e. Fort Vancouver Regional Library – Early Learning Center; Early Learning expansion at Clark College; Evergreen Public Schools, full day kindergarten; Vancouver Public Schools – Community Resource Centers; WSU-Early</i> 	<p>Marketing Plan Deliverables</p> <ul style="list-style-type: none"> • Reproducible fact sheets • Sample radio spots • Press releases • Ready to use PowerPoint presentations • Partner Stories/Highlights • Articles in papers, newsletters • Coordinated usage of billboard county-wide 	<p>Increase the philanthropic communities awareness and investment and support for early learning.</p> <p>Increase public official and business leader investment in early learning</p> <p>Increase parent, caregiver access to resources and information to improve the quality of care giving.</p> <p>Increase corporate/foundation sponsors</p> <p>Increased volunteer support</p>



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investment. (Early Learning Plan, Outcome U)	uneven service delivery system.		<p><i>Learning Center; FEL Community Fair; Dozer Days; Love, Talk, Play</i></p> <ul style="list-style-type: none"> • Speakers Bureau • Develop ideas for community involvement • Identify National Initiatives that align with our local work • Provide public recognition of successes of partners and individuals <p>Design and implement comprehensive short and long term development plan.</p> <ul style="list-style-type: none"> • Secure resources to support SELF infrastructure, collaborative initiatives and/or strategies • Support SELF strategy groups • Strengthen CSELF • Align with public awareness, marketing campaign. 	<p>Adopt and Implement a Development/Funding Plan</p> <ul style="list-style-type: none"> • Research Grants, Foundations • Submit funding applications • Should partners pay to be a member of SELF? • Develop protocols around partners and grant writing - will SELF actively go after grants for partners? • Capture in-kind time people are spending on SELF coalition efforts 	<p>Increase donations by individuals, corporations</p> <p>Increase funding through grants and sponsorship</p>



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Goal 2: Create a unified early learning vision and strategy for Clark County

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<p>Ready & Successful Systems and Communities</p> <p><u>Outcomes</u> Governance and accountability systems ensure progress toward achieving the vision for high quality, accessible, early learning system for all children in Washington</p>	<p>Early learning currently happens within many systems and settings. These separate silos create challenges for families in accessing services and may result in duplication of services. An early learning system is a way for people to work together toward a common goal.</p>	<p>Develop an Early Learning System Plan</p> <p>Develop an Early Learning Report Card</p>	<p>Convene a partner workgroup charged with:</p> <ul style="list-style-type: none"> • Reviewing current data from partner organizations and others • Highlight high level observations based on local data • Identifying common community priorities and goals • Identifying strategies to address these goals, how goals will be addressed and by whom, the timeline, and how we will know if we are successful <p>Engage early learning collaborative Market the Early Learning Report Card</p> <p>Investigate opportunities to move a regional early learning collaborative forward in SW Washington.</p>	<p>Early Learning Report Card and System Plan should include:</p> <ul style="list-style-type: none"> • Demographics • Racial backgrounds • Free and reduced lunch • Maps • Childcare • Gaps • Common goals • Strategies for moving forward • Timeline • How partners are involved • Progress to date <p>Identify funding opportunities for regional collaboration.</p> <p>Initiate regional collaborative conversations with neighboring early learning coalitions.</p>	<p>System Plan & Report card completed and disseminated.</p> <p>SELF staff and board establish effective ties with state organizations and networks</p> <p>Increase SELF's impact and influence</p>



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			<p>Identify strategic advocacy partners Identify top 3 advocacy priorities Develop timeline and process</p> <p>Complete the SELF Organizational Chart Seat a full Board of Directors Implement the Partner Council Identify new partners Identify long term and short term activities.</p> <p>Define what we want to change in Clark County, i.e. policy, practice, quality, elimination of gaps etc. Develop evaluation plan</p> <p>Identify professional development gaps across the early learning system</p>	<p>Develop and implement policies for advocacy agenda/activities</p> <p>Web documents for access by partners Centralize data for partners What data do partners want that they don't have? Monthly updates Create an infrastructure of shared resources Create a way to network and share resources</p> <ul style="list-style-type: none"> • Increase web support for partners • More face to face networking <p>Create a plan for cross system professional development.</p>	<p>Advocacy Plan in place</p> <p>Increase CSELF donations Increase SELF's operating budget</p> <p>Increase partner satisfaction and involvement in the collaborative</p>



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			<p>Develop ideas for community involvement Identify National Initiatives that align with our local work.</p> <p>Improve access to information and resources to SELF partners Develop Policies/Practices that promote clarity and unity within the collaboration.</p>	<p>Support strategy group strategic planning</p> <p>Find resources for the strategy groups: Ready Families, Ready Schools and Ready Professionals to develop & implement a work plan.</p> <ul style="list-style-type: none"> • Resources for 3 Ready chairs <p>Define local, regional state and national partners.</p>	<p>Increase Quality of Early Learning Programs/Staff across the system</p>