



Strategic Plan 2020



a partner in the
Smart Start network 

it's not
about ideas,
it's about
making ideas
happen





Introduction

In 2019, we began an effort to determine our Partnership's future direction. We started this initiative by holding a series of brainstorming sessions with our Executive Director and Leadership Team. We also engaged our Community Partners and Providers in conversations to hear their ideas and insights about our organization. The feedback gathered combined with our Annual Report and other information was used to help guide our discussions during our Staff Retreat.

Throughout our Staff Retreat, we identified growing trends and coupled those with critical organizational challenges, insights, and opportunities to establish the goals and strategies we will use to empower our communities so children can thrive. We also created new Mission and Vision statements to better convey our commitment to our communities.

We presented the output of our Staff Retreat to our Board of Directors during our Board Strategy Day. During this session, we reviewed the trends, challenges, and opportunities discussed during the Staff Retreat, created a vision of the future for our Partnership, and finalized our new Mission and Vision statements as well as our Strategic Goals.

The purpose of our 2020 Strategic Plan is to guide our organization during our next phase of growth over the following three fiscal years. The Plan establishes our strategic priorities and will focus energy and resources and provide a framework to guide daily decision making.

This Strategic Plan is a living document and as we gather new information, we will modify this Plan as needed. Additional information about each goal not provided herein, including action items, tactics, specific deadlines, budgets, and assigned responsibilities, can be found in the Strategic Plan Working Documents for each goal.

The Partnership is thankful to our Board of Directors for their time and dedication in development of this Strategic Plan and the goals we have outlined to ensure the growth and sustainability of our organization.



Our vision

To be the leader in advocating for all children to reach their greatest potential



Our mission

Empowering communities so children can thrive



**I. Increase
cash funding
by \$50,000
per year**

**II. Strengthen
the
Partnership**

**IV. Enhance
programs
and services**

**III. Build
community
awareness**

Our Goals



Donors don't give to institutions. They invest in ideas and people in whom they believe. --G.T. Smith



Goal I: Increase cash funding by \$50,000

With the changes in State funding and the limited amount of additional funding sources our Partnership has, we recognize the need to continue to diversify our sources of funds and increase cash funding by \$50,000 per year.

GIVING CAMPAIGN

Our first objective is to establish a Giving Tuesday Campaign. We will begin by developing a Subcommittee to lead this effort. Once the Subcommittee is established, we will develop marketing materials and an online fundraising tool to utilize as we contact businesses and the community.

GRANTS

Our second objective is to apply for \$150,000 of grants per fiscal year. We will begin by assessing the needs of the Partnership every fiscal year and then our Executive Director will research the availability of grants that will help our Partnership meet its needs. Once the grant opportunities are evaluated, staff will apply for the grants that align with our Partnership's goals.

DONATIONS

Our third objective is to obtain \$50,000 in cash and in-kind donations per fiscal year. To achieve this objective we will continue our annual book drive as well as increase the number of volunteers and interns the Partnership utilizes each fiscal year.

FUNDRAISERS

Our fourth objective is to increase the total amount of funds raised from sponsorships during the Week of the Young Child by \$1,500. We will begin this effort by creating numerous sponsorship levels that will encourage participation from businesses and other organizations in our community.

BOARD GIVING

Our final objective is to increase giving by our Board of Directors to 100% participation. We recognize that every Board member's financial situation is different and whether its \$1 or \$1,000, every dollar is greatly appreciated. 100% Board participation will also enable us to obtain additional grants.

We realize that in order to grow our Partnership and continue to meet the evolving needs of our communities, we need to strengthen our Partnership internally and externally.

EMPOWER OUR BOARD

We will empower our Board of Directors to enable greater advocacy. Board members will be equipped with the tools and knowledge to make the “ask” of local businesses. We will also train 5-10 business leaders from our communities to serve as champions for our Partnership.

For each program, we will create a description with a corresponding card that our Board can utilize to help them convey our Mission, Vision, and Strategic Goals to our community members.

ANNUAL PLANNING

Based on the positive feedback received from our Board and Staff about the outcomes of their respective retreats for

Strategic Planning as well as the energy and excitement created, we would like to hold an Annual Meeting for both our Board and Staff to participate in. We will form a committee to research the availability and cost of a location and then select a place based upon the budget we have available. The goal of this will be to foster team building and cohesiveness of our Board and Staff.

PROFESSIONAL DEVELOPMENT

In order for our Staff to continue to meet the goals and needs of our communities, professional development is critical for them. Prior to each fiscal year, staff will present both the trainings they would like to and are required to attend to our Executive and Fiscal Directors. They will then determine which trainings will be most beneficial to our Staff and the needs and goals of the Partnership.

Goal II: Strengthen the Partnership



You can find magic everywhere
you look. Sit back and relax, all
you need is a book.

--Dr. Seuss



“

Life is going to throw you some blocks. You will decide if they are going to be your stumbling blocks or your building blocks.

--Saji Ijiyemi

In order to achieve our first two goals, we need to build community awareness. It is vital that we develop a targeted communications program for each of our specific audiences including parents and caregivers, community partners, early educators, sponsors, volunteers, and other community members.

PARENTS & CAREGIVERS

We will increase awareness of all of our programs and services among parents and caregivers. We will achieve this by creating marketing materials including brochures, flyers, signs, posters, and banners as well as by developing and maintaining a new website. In addition, we will utilize social media platforms and parenting apps as well as creating looping videos for social media, public access channels, resource agencies, and faith-based organizations.

COMMUNITY PARTNERS

We will also collaborate with our community partners to reach our target audiences. This will include the school system to get on all-call programs and teacher text reminders as well as

to attend school events. In addition, we will host and attend community events with resource partners.

EARLY EDUCATORS

Early educators are also critically important to building awareness in our communities. We will increase this awareness of our programs and services for both families and providers by coordinating routine visits with providers to share programs, training resources, and updates. We will utilize social media to communicate with providers and seek their feedback on ways to communicate more effectively and determine interest in development of a provider platform. In addition, we will incorporate short family program overviews onto televisions in our lending library and multipurpose room.

SPONSORS & VOLUNTEERS

For sponsors and volunteers, we will share information through local businesses and develop giving and volunteer opportunities. We will also strengthen collaboration with our partners through additional volunteer opportunities.

Goal III: Build community awareness

Goal IV: Enhance programs & services

During this Strategic Plan, our programs and services will be enhanced through various efforts.

PROFESSIONAL DEVELOPMENT

This will begin by improving professional development for our providers through online training. We will select a provider such as Fabrik One, Moodle, or Blackboard and then train our Staff to provide the online trainings.

PROGRAM EVALUATION

To ensure the continuation of program quality, we will monitor our programs on a quarterly basis including evaluation of benchmarks and the resources needed for continuation of the program.

IMPACT MORE FAMILIES

We will also focus on creating positive outcomes for more children and families. Our objective is to impact 10% more families by providing intensive services to parents and caregivers.

SUPPORTIVE SERVICES

Similar to our objective to impact more families, we will also impact 10% more childcare providers by increasing the number of continuing education unit (CEU) training opportunities offered. In conjunction with this, we will empower providers with more resources on topics that are vital for their classrooms and provide them with more intensive technical assistance.

READING MATERIALS

In order to increase the availability of free developmentally appropriate reading materials by 20%, we will enhance literacy across our community. Our focus will initially be upon increasing Dolly Parton Imagination Library registrations. After driving these improvements, we will increase the number of book boxes/lending libraries within the community.



Never say never because
limits, like fears, are often just
illusions.

--Michael Jordan





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