

Goals

The Morgan County ECE Coalition has identified the following four goals to implement over the next three years.

Capacity, Access
& Quality

Workforce

Funding

Communication
& Awareness

Strategic Action Plan

Goal: Capacity, Access & Quality

Strategies:

- Continue to support programs participating in PTQ and support program level advancement.
- Develop a recognition program for high quality programs and/or programs working to make quality improvements.
- Sustain the current programs in the Quality Cohort and assist with continuous quality improvement and level advancement.
- Provide grants for programs to expand capacity and address facility barriers (meeting targeted priority efforts).
- Engage employers in supporting their workforce.

Goal: Workforce

Strategies:

- Continue implementing a professional development network for early childhood programs to meet, connect and receive training. Set a goal to increase by a targeted percent determined by the stakeholders.
- Grow workforce and improve retention.
- Improve the quality of teachers.

Goal: Funding

Strategies:

- Explore ways to increase local revenue and funding for early childhood education.

Goal: Communication & Awareness

Strategies:

- Develop a comprehensive communication plan that outlines the key messages, tactics, methods and timeline for building awareness in the community.
- Partner with organizations that can help disseminate information to parents and employers to help make the case of the importance of the first five years.
- Give designation to employers who value and invest in early care and education, such as "Best Family-Friendly Places to Work."
- Host a breakfast or luncheon with employers to explain the importance of child care.

Strategic Plan - Timeline

This is a proposed overview of how the strategic plan will be implemented over the next three years. Some of the strategies will require action steps before the end of the year.

Year 1 2021-2022	Year 2 2022-2023	Year 3 2023-2024
<ul style="list-style-type: none"> -Develop a recognition program for high quality programs and/or programs working to make quality improvements. -Sustain the current programs in the Quality Cohort and assist with continuous quality improvement and level advancement. -Continue implementing a professional development network for early childhood programs to meet, connect and receive training. Set a goal to increase by a targeted percent determined by stakeholders.. -Develop a comprehensive communications plan that outlines the key messages, tactics, methods and timeline for building awareness in the community. -Partner with organizations that can help disseminate information to parents and employees to help make the case of the importance of the first five years. 	<ul style="list-style-type: none"> -Continue to support programs participating in PTQ and support program level advancement -Engage employers in supporting their workforce. -Improve the quality of teachers. -Explore ways to increase local revenue and funding for early childhood education. -Host a breakfast or luncheon with employers to explain the importance of child care to support their workforce development goals and present different options for how they can do that. 	<ul style="list-style-type: none"> -Provide grants for programs to expand capacity and address facility barriers (meeting targeted priority efforts). -Grow workforce and improve retention. -Give designation to employers who invest in and value early care and education, such as "Best Family-Friendly Places to Work."

Strategic Plan - Implementation Framework

Goal: Capacity, Access & Quality

Capacity, Access & Quality Objective 1: Develop a recognition program for high-quality programs and/or programs working to make quality improvements.

Action Steps	Responsibility	Time Frame
Educate the community about PTQ and the importance of high quality	Marketing Committee	Year 1
Host an annual event to honor and acknowledge high-quality programs	Marketing Committee	Year 1
Use social media to get the word out about the programs	Marketing Committee	Year 1

Capacity, Access & Quality Objective 2: Sustain the current programs in the Quality Cohort and assist with continuous quality improvement and level advancement.

Action Steps	Responsibility	Time Frame
Identify funding partners to create grant	Program Committee	Year 1
Create an administrative process for applications and funding	Program Committee	Year 1
Market the grant through the communication channels the Coalition has set up	Marketing Committee	Year 1
Identify programs willing to work toward increasing their PTQ quality rating	Program Committee	Year 1
Help the programs identify what they need to increase their quality rating	Program Committee	Year 1
Assist in finding resources to help programs get what they need to increase their quality rating	Program Committee	Year 1

Capacity, Access & Quality Objective 3: Continue to support programs participating in PTQ and support program level advancement.

Action Steps	Responsibility	Time Frame
Run a cohort group by program type (family homes, schools, registered ministries, etc.)	Program Committee	Year 2
Work with unlicensed, exempt programs (preschools, schools, and homes) to become licensed/ registered and high quality-rated	Program Committee	Year 2

Capacity, Access & Quality Objective 4: Engage employers in supporting their workforce.

Action Steps	Responsibility	Time Frame
Host a breakfast or luncheon with employers to explain the importance of child care to support their workforce development goals	Marketing Committee	Year 2
Have employers commit to offer Dependent Care Assistant Plans (DCAPs) for employees and contribute a match	Program Committee	Year 2
Have employers offer tuition scholarships to help offset the cost of child care; this could be prorated based on the salaries of employees	Program Committee	Year 2

Capacity, Access & Quality Objective 5: Provide grants for programs to expand capacity and address facility barriers (meeting targeted priority efforts).

Action Steps	Responsibility	Time Frame
Identify funding partners to create a grant program	Program Committee	Year 3
Create an administrative process for applications and funding	Program Committee	Year 3
Market the grant through the communication channels the Coalition has set up	Marketing Committee	Year 3

Goal: Workforce

Workforce Objective 1: Continue implementing a professional development network for early childhood programs to meet, connect and receive training. Set a goal to increase by X%.

Action Steps	Responsibility	Time Frame
Identify programs and establish relationships with providers	Program Committee	Year 1
Create an email list and/or Facebook group to disseminate information	Marketing Committee	Year 1
Offer training sessions during off-hours	Program Committee	Year 1
Have employers offer tuition scholarships to help offset the cost of child care	Program Committee	Year 1
Host monthly meetings to connect, learn and problem-solve	Program Committee	Year 1

Workforce Objective 2: Improve the quality of teachers.

Action Steps	Responsibility	Time Frame
Provide targeted professional development and training addressing different topic areas and need	Program Committee	Year 2
Help more teachers get their CDA credential (run cohorts)	Program Committee	Year 2
Partner with local higher education institutions to offer training and other experiences for teachers	Program Committee	Year 2
Partner with K12 schools to include early childhood teachers in their trainings	Program Committee	Year 2
Provide stipends to teachers to go to workshops/trainings and pay for a substitute in their absence	Program Committee	Year 2
Provide scholarships for teachers to attend conferences (e.g., INAEYC)	Program Committee	Year 2
Implement a professional development network for early childhood programs to meet, connect and receive training	Program Committee	Year 2

Workforce Objective 3: Grow workforce and improve retention.

Action Steps	Responsibility	Time Frame
Assist teachers in applying for T.E.A.C.H. Scholarships	Program Committee	Year 3
Develop partnerships with high school-based career centers/Ivy Tech/local colleges or universities, create an apprenticeship program	Program Committee	Year 3
Pilot a financial stipend for new hires (sign-on bonus, 90-day, 180-day and 1-year bonuses) to help with recruitment and retention	Program Committee	Year 3

Goal: Funding

Funding Objective 1: Explore ways to increase local revenue and funding for early childhood education.

Action Steps	Responsibility	Time Frame
Look at the various ways other cities have assisted in funding early care and education	Program Committee	Year 2
Research "Pay for Success" and discuss if that would work in your community	Program Committee	Year 2
Connect with partners in cities and towns to see if they	Program Committee	Year 2

might be willing to donate a building to use for early care and education		
---	--	--

Goal: Communication & Awareness

Communication & Awareness Objective 1: Develop a comprehensive communications plan that outlines the key messages, tactics, methods and timeline for building awareness in the community.

Action Steps	Responsibility	Time Frame
Hire a consultant or firm to develop a comprehensive communication plan that leverages all communication channels (website, social media, collateral, media) and could help you implement it (e.g., develop new website and collateral material)	Marketing Committee	Year 1

Communication & Awareness Objective 2: Partner with organizations that can help disseminate information to parents and employees to help make the case of the importance of the first five years.

Action Steps	Responsibility	Time Frame
Identify key partners (Human Resource Directors, birthing units at hospitals, pediatricians, OB-GYNs, libraries, and other places that families frequent) to disseminate the information	Marketing Committee	Year 1
Recommend partnering with your Child Care Resource and Referral Agency (CCR&R) who share this role and responsibility and could help package and disseminate the information	Marketing Committee	Year 1

Communication & Awareness Objective 3: Host a breakfast or luncheon with employers to explain the importance of child care to support their workforce development goals and present different options for how they can do that.

Action Steps	Responsibility	Time Frame
Plan an event, or partner with another organization to host a breakfast or luncheon	Marketing Committee	Year 2
Invite a speaker to talk about the importance of child care	Marketing Committee	Year 2

Communication & Awareness Objective 4: Give designation to employers who invest in and value early care and education, such as "Best Family-Friendly Places to Work."

Action Steps	Responsibility	Time Frame
Create a schedule for times to recognize local employers (monthly, quarterly, annually, etc.)	Marketing Committee	Year 3
Choose employers who are investing in and/or value early care and educations	Marketing Committee	Year 3
Promote these companies through signage, press releases, social media, etc.	Marketing Committee	Year 3