



BRIGHTSIDE UP

Community IMPACT PLAN

BRIGHTSIDE UP'S STRATEGIC FOCUS | 2023 - 2026

Welcome

Over the next four years we will embark on a new set of strategic priorities. We will empower the workforce, elevate the child care industry, and celebrate human development.

We will do this by building a collective understanding of the importance of positive early childhood experiences. All our work is done in partnership with early childhood educators; important providers of child care; and intentionally through our guiding principles, to be playful, responsible, respectful, and resilient.

We are creating a systems shift in child care, communities, and policies to value and actively celebrate positive child care experiences for children and families. Our goal is to empathetically improve child care experiences, drive respect for the child care provider, child, and parent, and to foster trust.



VISION: *A world where all children are understood*

MISSION: *Investing in collaborative relationships
that enhance the development of children*

Elevate

OBJECTIVE 1

Strengthen public awareness of the importance of child care.

Activity 1: Develop public awareness campaign with 2 strategies each year.

OBJECTIVE 2

Ensure that communities, families, and decision makers have access to information about child care.

Activity 1: Use data to highlight the importance of high-quality child care.



Empower

OBJECTIVE 1

Create a stable and qualified childhood learning and education workforce.

Activity 1: Offer webinar tips on technical topics twice monthly.

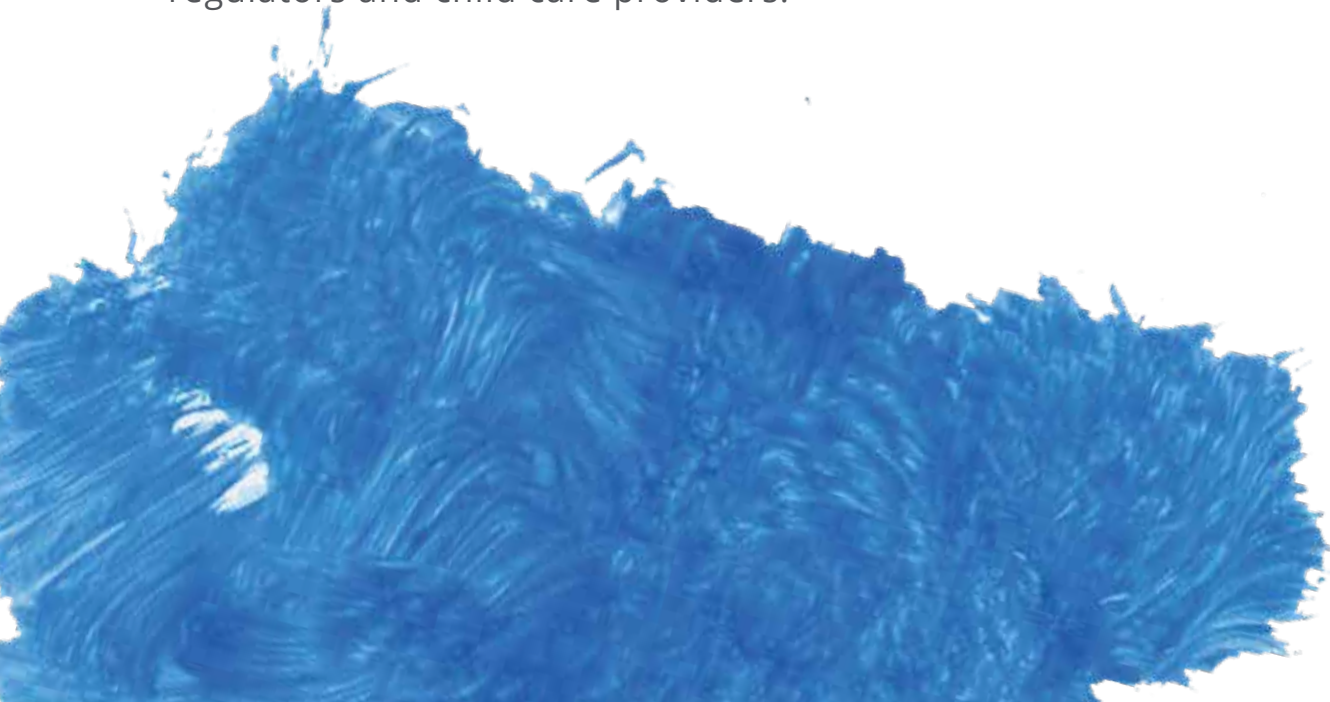
Activity 2: Create and implement the use of a shared provider profile for all BSU customers by December 2026.

OBJECTIVE 2

Create opportunities for peer learning, best practice sharing, collaboration, network building, and multi-sectoral partnership development.

Activity 1: Offer quarterly administrator Community of Practice opportunities.

Activity 2: Convene a networking event for OCFS regulators and child care providers.



Celebrate

OBJECTIVE 1

Celebrate the joy of human development.

Activity 1: Establish and implement a Certificate of Play Endorsement in support of play by December 2026.

Activity 2: Create training and outreach framework around the idea of

- Playful Baby (Nutrition, Health, Growth, Learning, SE Wellness)
- Playful Child (Nutrition, Health, Growth, Learning, SE Wellness)
- Playful Family (Nutrition, Health, Growth, Learning, SE Wellness)
- Playful Child Care Provider (Nutrition, Health, Growth, Learning, SE Wellness)





ONE *Team*

ONE *Vision*

ONE *Goal*

 **BRiGHTSiDE:UP**

Children learn as they play.

More importantly, in play,

children learn
how to learn.

-O. Fred Donaldson

