

CAPITAL DISTRICT CHILD CARE COUNCIL'S

# STRATEGIC PLAN

2019-2022



Capital District  
Child Care  
Council



Hello and welcome to a brand new strategic plan for 2019–2022. In this plan we communicate our endeavors to be: Playful, Responsible, Respectful, and Resilient.

In preparing this strategic plan, we spent the last year reaching out to as many stakeholders as possible – from focus groups and informal conversations to surveys and social media. Using this information, we identified trends, service needs, and areas for improvement. We also analyzed larger trends in the national, state, and local child care industry that will affect the future supports for children. Using all of this information, we developed this strategic plan to guide our work for the next three years.

Through reflection and the willingness to change, we feel that this document is evidence of our continuing growth; we are making great strides in better understanding and communicating who we are as educators and leaders in the community.

As we undergo rebranding, we have examined our goals and priorities resulting in a new mission and vision. We aren't changing the important work that we do; we are simplifying our messaging and reestablishing our focus: *children*. The following plan evolved as a result.

Thank you for your partnership.

**VISION:** *A world where all children are understood*

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

# Be Playful

We endeavor to:

## 1 CELEBRATE PLAY

- Prioritize space & time for play
- Provide pathways for play-based assessment and playful learning
- Advance strategies for outdoor play

## 2 ADVOCATE FOR PLAYFUL LEARNING

- Ensure that play theory & practice are included in teacher preparation & professional development
- Address educational standards & outcomes through play-based learning
- Support policy that protects the child's right to play

## 3 BUILD RESILIENCE THROUGH PLAY

- Remember how to play
- Strengthen human well-being through play
- Sustain an engaged workforce through playful workplaces



# Be Responsible

We endeavor to:

## 1 LISTEN TO THE CHILD

- Include the child in data collection
- Consider child development & growth in policy
- Ensure that data represents all children

## 2 PROTECT CHILDHOOD

- Address child hunger, homelessness, and hurt
- Advance understanding of child development
- Champion the responsible use of technology

## 3 FOCUS ON EACH CHILD'S NEEDS

- Expand access to developmental screening
- Advance access to medical & dental care
- Protect each child's right to good nutrition



# Be Respectful

We endeavor to:

## 1 RESPECT DEVELOPMENTAL DIFFERENCES

- Use training and coaching to advance understanding of developmental milestones
- Engage marketing and media strategies to message the importance of childhood
- Provide opportunities for child development-informed parenting approaches

## 2 SUPPORT COLLABORATION

- Form cross community alliances to advance child centered service delivery
- Advocate across systems for the advancement & funding of programs & education
- Coordinate community efforts toward healthy nutrition, positive mental health, and wellness

## 3 STAND AGAINST SUSPENSION & EXPULSION

- Support child care program staff to address concerns regarding child behavior
- Collaborate with local & state agencies engaged in reducing suspension & expulsion
- Advocate for public policy that respects social & emotional developmental pathways



# Be Resilient

We endeavor to:

## 1 DIVERSIFY FUNDING

- Carefully consider the needs of the community when seeking funding
- Identify short-term and long-term sustainability strategies & develop a plan
- Advance public relations to highlight the need for funding and publish results

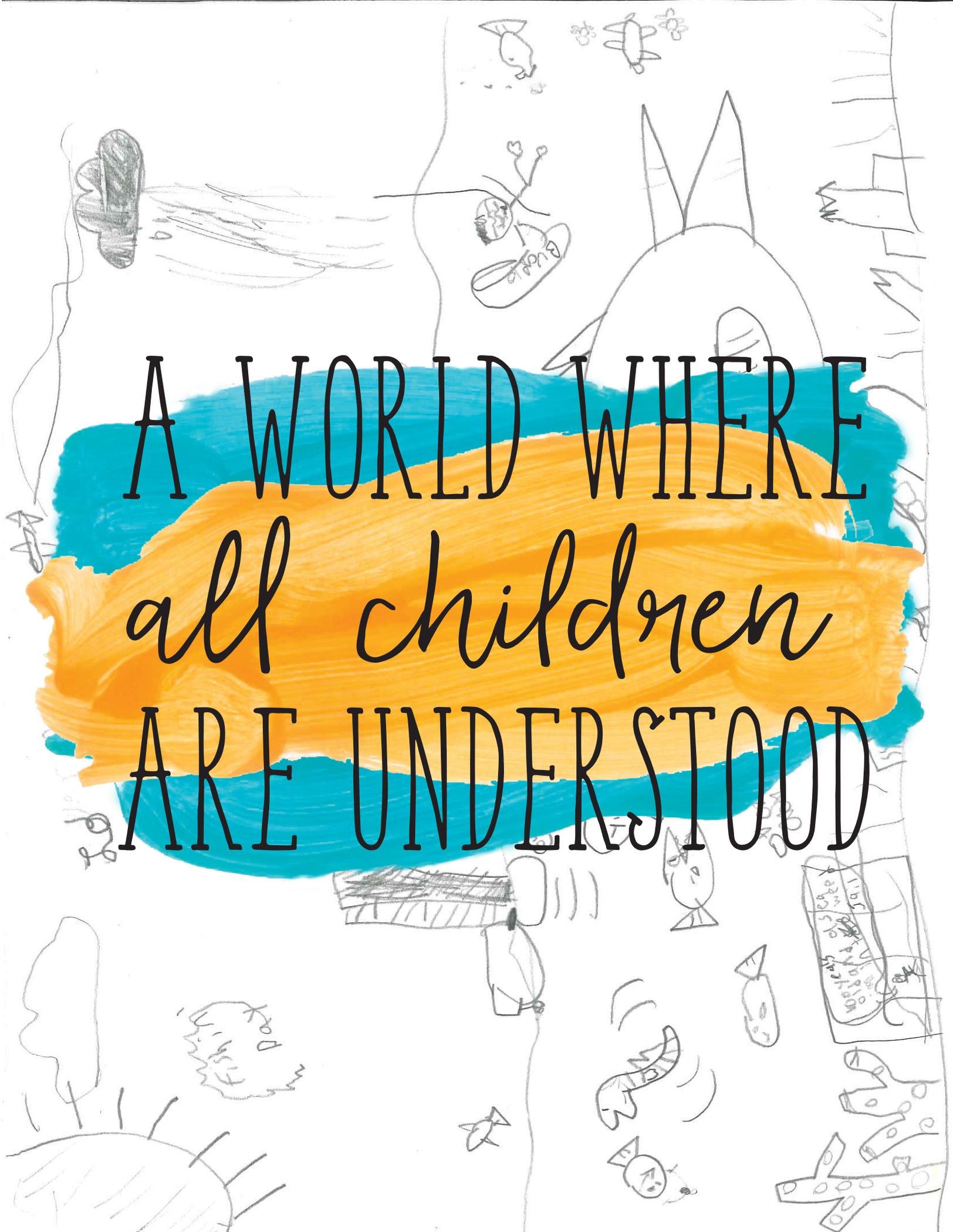
## 2 DEVELOP QUALITY, RESPONSIVE CHILD CARE

- Strengthen staff recruitment and onboarding
- Initiate child care start up campaign
- Work to link special education, Universal Prekindergarten & child care programs

## 3 MOBILIZE CHILD ADVOCATES

- Advocate for funding, subsidy, and minimum wage relief for the child care workforce
- Develop media materials that highlight the importance of child development
- Partner with elected officials to fully fund developmentally appropriate opportunities for children





A WORLD WHERE  
*all children*  
ARE UNDERSTOOD



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It may be hard for an egg to turn into a bird: it would be a jolly sight harder for it to learn to fly while remaining an egg.

~C. S. Lewis