



## 5 Year- Strategic Plan

**Vision:** The children and families of Yuma, Washington and Kit Carson counties will be healthy, well-educated and part of a caring community.

**Mission:** To empower comprehensive, high quality, coordinated and accessible system of support for all children and families to ensure they are healthy and thriving.

<b>GOALS</b>	<b>Objectives</b>
<b>1. Promote Quality Early Learning &amp; Development</b>	<ul style="list-style-type: none"> <li>• By the end of year 5, increase the number of level 2-5 rated programs in Colorado Shines to 75%, and increase the number of Early Childhood Credentials</li> <li>• Increase the number of level 2-5 programs who accept CCCAP</li> <li>• Serve broad base of informal care providers by engaging caregivers in training and follow up services</li> </ul>
<b>2. Advance local and State level stakeholders support of early childhood</b>	<ul style="list-style-type: none"> <li>• Policy makers, decision makers, and community stakeholders, at the State and local level, are educated and engaged</li> <li>• Engage stakeholders and provide tools and resources that use common language to speak about the importance of early childhood education and healthy families</li> </ul>

<p><b>3. Increase the coordination of resources to provide access to information about young children’s overall wellness and child development for parents</b></p>	<ul style="list-style-type: none"> <li>• Increase the availability and family use of high quality parent/child development information services and supports</li> <li>• Increase family and community knowledge and skills to support children’s health and development</li> <li>• Children are referred to appropriate services</li> </ul>
<p><b>4. Actively inform and include small or under-represented early childhood service providers in Early Childhood Council activities and functions</b></p>	<ul style="list-style-type: none"> <li>• Increase Public Engagement</li> <li>• Increase family and community knowledge and skills to support children’s health development.</li> </ul>
<p><b>5. Increase the early childhood workforce</b></p>	<ul style="list-style-type: none"> <li>• Acquiring and Developing qualified workforce with access to training Activities</li> <li>• Raise public awareness and the value placed on child care as a vital profession in our communities- “It’s Not Just Babysitting”</li> <li>• Implement the Child Care Development Specialist Apprenticeship training in our communities</li> </ul>
<p><b>6. Health &amp; Well-Being</b></p>	<ul style="list-style-type: none"> <li>• Progressive model to acquire trained professionals (physicians, admin, etc.)</li> <li>• Transportation to available health services</li> <li>• Structured Collaboration</li> <li>• Available to licensed child care</li> <li>• “Getting to the Right Tables”</li> </ul>

<p><b>7. Learning &amp; Development</b></p>	<ul style="list-style-type: none"> <li>• Parents, employers and broader community understands the need for licensing and advocates for it.</li> <li>• Provide a back to school training for providers</li> </ul>
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<p><b>8. Family Support &amp; Education</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with local agencies and partners to provide training to parents and families</li> </ul>
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**Goal One: Promote quality early learning and development**

**Objective 1:** By the end of year 5, increase the number of level 2-5 rated programs in Colorado Shines to 75% and increase the number of Early Childhood Professional Credentials (Credential 2.0) obtained through PDIS

**Goal 1- Objective 1 Activities:**

- A. Offer outreach to all licensed providers in service delivery area to communicate the new quality rating improvement system – Colorado Shines
- B. Provide technical assistance and support to programs interested in Colorado Shines
- C. Provide technical assistance and support to individuals interested in accessing PDIS and obtaining a Credential

- D. Provide quality improvement coaching and navigation to programs that are obtaining Level 3-5 in Colorado Shines
- E. Collaborate with funders and stakeholders

**Progress Indicators:**

**Year 2-5:** Increased the number of programs receiving direct support through quality improvement coaching and navigation.

**Year 2-5:** Increased number of sites rated at level 2 or higher in Colorado Shines

**Year 2-5:** Increased the number of early childhood professionals with an Early Childhood Credential in 2.0 in PDIS

**Objective 2:** Increase the number of level 2-5 rated Colorado Shines programs who accept CCCAP

**Goal 1- Objective 2 Activities:**

A. Provide training to providers about CCCAP- educational opportunities

B. ECC Director will communicate with the Department of Human Services CCCAP Coordinator in each county to work to increase the number of licensed providers accepting CCCAP

C. Frequently putting information about CCCAP in the ECC monthly newsletter that goes out to child care providers

**Progress Indicators**

**Year 2-5:** Increased number of providers accepting CCCAP

**Year 2-5:** Increase the collaboration efforts between ECC, Department of Human Services, and the CCCAP Coordinator.

**Objective 3:** Serve broad base of licensed formal and informal care providers by engaging caregivers in training and follow-up services

**Activities:**

A. Develop and expand social emotional toolkit resources for licensed formal and informal care providers, early childhood professionals and families.

B. Offer Pyramid training to early childhood professionals and families to increase social emotional development

C. Perform effective outreach to licensed formal and informal care providers, early childhood professionals and families, by using social media- ECCYWK website, monthly newsletter, and Early Learning Development Guidelines

## Progress Indicators

- Year 2-5:** Increased number of care providers, early childhood professionals and families receiving Social emotional toolkit resources. We will get these resources out to our local partnerships. Who will keep track of the materials they distribute and report back quarterly.
- Year 2-5:** Increased number of early childhood professionals and families receiving Pyramid training
- Year 2-5:** Increased outreach to licensed formal and informal child care providers, early childhood professionals and families through Website, newsletter, social media and ELDG's which will be tracked by web tests and social media data.

## Goal 2: Advance local and State level stakeholder support of early childhood

**Objective 1:** Policy makers, decision makers, and community stakeholders, at the State and local level, are educated and engaged.

### Activities:

- A. Doll Campaign, Speak up for Kids Day, County Commissioner engagement
- B. Meet yearly with County Commissioners, Department of Human Services Directors and Health Department Directors in each County.

### Progress Indicators:

**Year 2-5:** Increase the number of policy makers, decision makers and stakeholders engaged in ECCYWK at state and local levels

**Objective 2:** Engage stakeholders and provide tools and resources that use common language to speak about the importance of early childhood education and healthy families

### Activities:

- A. Determine a point person in each county who can speak to the differences and individual needs in each community.
- B. Identify and encourage key stakeholders/partners to attend Early Childhood Council Advisory meetings in each council area
- C. Pursue opportunities to provide aligned, collaborative services to families and children

### Progress Indicators:

**Year 2-5:** Number of identified stakeholders who attend bi-monthly meetings hosted by ECCYWK

**Year 2-5:** Number of new partnerships created to strengthen families and early childhood education.

**Goal 3: Increase the coordination of resources to provide access to information about young children's overall wellness and child development for parents**

**Objective 1:** Increased availability and family use of high quality parent/child development information services and Supports.

- A. Provide information to parents about high quality care and education, Colorado Shines, and child development through Early Learning Development Guidelines (ELDG)
- B. Educate providers on ELDG, how to use them and put into practice
- C. Coordinate with community partners to enhance parent engagement activities to reach parents
- D. Coordinating resources with exiting community partners

**Year 2-5:** Increase the number of ELDG's given out in the three counties

**Year 2-5:** Increase the number of parent engagement activities

**Objective 2:** Increased family and community knowledge and skills to support children's health and development.

**Activities:**

- A. Provide social emotional materials to early childhood professionals and families
- B. Provide Pyramid Social Emotional Training to early childhood professionals and families

**Progress Indicators:**

**Year 2-5:** Increase the number of early childhood professionals and families who have access to social emotional materials

**Year 2-5:** Increase the number of early childhood professionals and families trained in Pyramid Social Emotional training

**Objective 3:** Families made aware of services available to them: Children are referred to appropriate services

**Activities:**

- A. Definitive Directory of services- print, online, phone app, etc.
- B. Get information out in newsletters, Facebook, website, etc.
- C. Dialing 211 and having updated information provided

**Progress Indicators:**

**Year 2-5:** Increase the number of early childhood professionals, families and other community

- members who have access to local county resource directory
- Year 2-5:** Increase the number of ECCYWK monthly newsletters being sent out via email
- Year 2-5:** Increase the number of visits to our ECCYWK website
- Year 2-5:** Increase the number of community members who Like the ECCYWK Facebook page and increase the number of community members sharing information from the ECCYWK Facebook page
- Year 2-5:** Increase the number of families accessing local resources

**Goal 4: Actively inform and include small or under-represented early childhood service providers in Early Childhood Council activities and functions.**

**Objective 1: Increase Public Engagement**

**Activities:**

- A. Determine a point person in each county who can speak to the differences and individual needs in each
- B. Identify and encourage key stakeholders/partners to attend ECCYWK Advisory Council meetings
- C. Provide quarterly reports at advisory council meetings on data gathered
- D. Pursue opportunities to provide aligned collaborative services to families and children

**Objective 2: Increase family and community knowledge and skills to support children’s health and development.**

- A. Provide social emotional materials to early childhood professionals and families
- B. Provide Pyramid social emotional trainings to early childhood professionals and families
- C. Promote and provide information on the Early Childhood Framework and Early Learning Development Guidelines to families through social media, radio, newspapers and ECCYWK

**Progress Indicators:**

- Year 2-5:** Increase the number of early childhood professionals and families who have access to social emotional materials.
- Year 2-5:** Increase the number of early childhood professionals and families trained in Pyramid Social Emotional training
- Year 2-5:** Increase the number of early childhood professionals and families who have access to social emotional materials.

**Year 2-5:** Increase the number of early childhood professionals and families trained in Pyramid Social Emotional trainings.

## **Goal 5: Increasing Early Childhood Workforce**

**Objective 1: Acquiring and Developing qualified workforce with access to training**

**Activities:**

- A. Solid training programs
- B. Outreach to universities and junior college
- C. Increase in people obtaining early childhood credentials

**Objective 2: Raise public awareness and the value placed on child care as a vital profession in our communities- “It’s Not Just Babysitting”**

- A. Enhance business plans to entice new in-home providers
- B. Public Service Announcements (PSA) targeted to local communities
- C. Use social media to focus on the value of child care
- D. Engage local businesses
- E. Pre-tax support for employees and charitable contributions

**Objective 3: Implement the Child Care Development Specialist Apprenticeship Training in our communities**

- A. Get staff trained to provide the training in our communities
- B. Purchase materials to offer training
- C. Get the word out about the training

**Progress Indicators:**

**Year 2-5:** Increase the number of early childhood professionals who are qualified early childhood workforce.

## **Goal 6: Health and Well-being**

**Objective 1: Progressive model to acquire trained professionals (physicians, admin, etc.)**

- A. Short-term job opportunities; ongoing training and recruiting



B. Telehealth initiatives

**Objective 2: Transportation to available health services**

- A. Availability and affordability
- B. Wider coverage, more vehicles

**Objective 3: Structured Collaboration**

- A. Continue efforts already in place
- B. Ensure key stakeholders are in the room
- C. Routinely share data with ECCYWK for consolidation and distribution

**Objective 4: Available to licensed child care**

**Objective 5: “Getting to the Right Tables”**

- A. Identify or create “tables” survey to determine interest
- B. Obtain or create educational materials
- C. Obtain “incentives” for parents/families to attend
- D. Implement getting to the “tables”
- E. Evaluate the effectiveness of this approach

**Progress Indicators:**

- Year 2-5:** Increase the number professionals working in our communities.
- Year 2-5** Increase the number of families who have access to health services
- Year 2-5** Increase the number of key stakeholders in the room.

**Goal 7: Learning & Development**

**Objective 1: Parents, employers and broader community understands the need for licensing and advocates for it.**

- A. Licensed child care centers provide better care and education
- B. Research ways to mitigate the costs associated with quality care (perhaps pay for the training)
- C. Flyers, newspaper ads, social media blasts, parent focus groups, surveys
- D. Combine informational session with CPR classes or Baby Sitter Lessons and Training (BLAST) trainings

## **Goal 8: Family Support and Education**

### **Objective 1: Collaborate with local agencies and partners to provide training to parents and families**

- A.** Research local available trainings in our communities
- B.** Procure funding to provide training
- C.** Identify local champions
- D.** Extend trainings to Kindergarten through second grade parents and families

The work of the Early Childhood Council for Yuma, Washington and Kit Carson Counties, (ECCYWK) is based in a model of relationship development, mutual knowledge, and participant buy-in. It is this model of service delivery that has supported the high percentage of programs and individuals to participate in Colorado Shines and PDIS. In addition, it has supported the high level of participating programs to achieve Level 3 through 5 ratings. Key strategies have included:

- ECCYWK investments in programs are aligned with Colorado Shines and PDIS quality and professional development indicators. For example, the ECCYWK Professional Development Stipend program is aligned to support participation in PDIS and higher credential level attainment.
- Fund Development efforts for ECCYWK to enhance local services beyond SOW and OEC contract.
- Using local foundation funding and partnering with Morgan Community College, Northeastern Junior College and Colorado Christian University to support higher education enrollment.
- Using Foundation Funding to support consistent relationship-based coaching using the Pyramid, CLASS, Creative Curriculum, PAS, or ERS-3 tools to support continuous quality improvement.
- Technical assistance to support program engagement in Colorado Shines.
- Raising funds to ensure equitable access for all families and incentivize participation in Colorado Shines.

After discussion at our Regional ECCYWK meeting we decided to extend the current strategic plan and add a few more activities for Fiscal year 2020-2021. We have a Level 4 program who be re-rating in Colorado Shines in March 2019 and emphasis will be put on supporting the program to maintain or obtain higher quality level. We had five Level 2 programs express interest in receiving a Level 3-5 Colorado Shines rating in 2020, we will provide support to these sites as they go through the rating process. In addition, emphasis has also been placed on obtaining higher credential levels with professional development funding being more concentrated on opportunities that support credential level obtainment. Advocacy for CCCAP Allocation will also continue to be a major focus for the council in FY 21. In addition, the council and the ECCYWK Board of Directors continue to explore ways to increase access to infant

and toddler care and other forms of subsidized care, such as Head Start or Early Head Start. ECCYWK staff, at the discretion of the council and BOD continue to engage in state-wide efforts to support increasing capacity and accessibility