



GOALS & STRATEGIES PLAN

GOAL 1: CREATE AND MAINTAIN THE INFRASTRUCTURE OF BY5

Objective 1 : Educate Delaware County community and citizens about Early Childhood Investment and Impact.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Work with a marketing firm to develop communications plan (coordinated) Public Education/Visibility.	Staff time Funding Marketing firm	ED Marketing Committee	August 2014 - Ongoing	Communications plan in place Marketing materials
b) Maintain website to support early childhood in Delaware County.	Staff time Marketing firm Funding	ED Marketing firm	December-14- December-15	Website developed Traffic to website/social media
c) Continue advocacy efforts at the state and local level for the vision of BY5 and the community.	Staff time Travel	ED Board	January-15- January-16	Advocacy events Policy changes Website traffic/social media
d) Create a "speakers bureau" to help Champions to spread the word about ECE.	Staff time Volunteers Marketing firm	ED Marketing Committee	January-15 - January-16	# of individuals on bureau # of speaking engagements

Strategic Actions for Objective 1: Work with marketing firm to craft messaging for multiple segments of the community. Develop coordinating website to be “hub” of local information for advocacy, families and the community. Speakers Bureau.

Objective 2: Mobilize and Engage Community Members to impact Early Childhood.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Compile community based measurements and report out annually on progress of benchmarks “Status of Young Child in Delaware County”.	Staff Time Funding Printing	ED Steering Committee	January 2014- December-15	Community Dashboard
b) Convene committees to work on community wide solutions for identified areas of concern (incubator for innovation).	Staff time Steering Com Volunteers	ED Steering Committee	January 2015- Ongoing	Active By5 Goal Teams
c) Be an advocate for early childhood.	Staff time Board	ED Board	May 2014- Ongoing	Marketing/communications

Strategic Actions for Objective 2: “State of the Young Child in Delaware County” annual report (key measurements), Working committees to continue to work together, communications plan (marketing) to craft key messages.

GOAL 1: CREATE AND MAINTAIN THE INFRASTRUCTURE OF BY5

Objective 3: Create a unified seamless early childhood system for families and children.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Coordinate BY5 network of partners to share common vision/language and be a community of practice.	Staff Time Funding Partner Agencies	ED Steering Committee	January 2015- December-15	# of Identified By5 Partners # of MOU's Record of meetings
b) Cultivate and identify unlikely B5 partners (business, churches etc..) so everyone sees "their role" in this system.	Staff Time Steering Board	ED Board	December-14 December-15	Increase in # of By5 partners Website MOU's
c) Ensure that families have multiple means to be able to access and engage with services and BY5.	Staff Time Funding Volunteers	ED Steering Committee Families	March 2015- March-16	Website/social media Attendance at events

Strategic Actions for Objective 3: "BY5 partner and sponsoring network" (declaring HOW they partner and/or sponsor, network, decals) "Family Navigators" network, website, social media, communications plan.

Objective 4: BY5 will forge public and private partnerships that build capacity for early childhood initiatives.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Identify/seek and create shared funding opportunities and projects.	Staff Time Funding	ED Board of Directors	May 2014- December-15	# of collaborative funding applications # of successful attempts
b) BY5 will cultivate new private investors and leverage public investments.	Staff Time Funds Staff Time	ED Board	January 2015- December-15	Increase investments to early childhood
c) Maximize resources and gain efficiencies.	Funds	ED Board	January 2015- December-15	

Strategic Actions for Objective 4: Fund Development Plan, Communications Plan, Coordinate collaborative resource development, Build support for early childhood investment (business, public, and private).

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GOAL 2: SUPPORT FAMILIES IN DELAWARE COUNTY

Support families for basic needs and engage families to guide early learning and literacy of children from birth to age 5.

Objective 1: To create a clear message on an ACTION that families can do to improve their children’s readiness for kindergarten and life.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Create clear/direct communications for families regarding things they can do with their children birth to 5.	Staff time Funding Marketing Firm	ED Supporting Families CT Marketing Firm	December 2014- December-15	Marketing Materials # of marketing attempts
b) Consistent messaging throughout community with regards to a families role in educating their young children.	Staff time Funding Marketing Firm	ED BY5 partner agencies Supporting Families CT	December 2014- December-15	By5 partners - marketing materials # of marketing attempts
c) Provide opportunities for families to learn about things they can do with their young children.	Staff time Funding Steering Committee	ED Supporting Families CT BY5 partner agencies	March 2015- March-16	# of opportunities Website/Social Media

Strategic Actions for Objective 1: Communications Plan/Marketing , Texting/apps/cards for families “at your fingertips”, Ready to Learn Basket Parties. Expansion of Wonder Reader League (early literacy).

Objective 2: Build Family Supports throughout the Delaware County Communities.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Promote By5 website to promote events and activities for families.	Staff Time Funding Marketing firm	ED Supporting Families BY5 partner agencies	January 2015 - December-15	# of activities/events listed # of hits to site/social media
b) Promote family support networks formal and informal to help families guide early learning.	Staff Time Funding Volunteers	ED Supporting Families BY5 partner agencies	March 2015- March-16	# of unique family support networks # of participants
c) Create a formal network of” Family Navigators” to help families navigate resources and supports in community.	Staff Time Competencies Facilitator	ED BY5 partner agencies Facilitator	March 2015 - March-16	# of Family Navigators & MOU’s # of meetings (attendance)

Strategic Actions for Objective 2: Communications Plan/Marketing Firm develop central “hub” website, Family Ambassador events, summits. Play and Learn Groups, Early Childhood-Family Education Programs through schools.

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GOAL 2: SUPPORT FAMILIES IN DELAWARE COUNTY

Support families for basic needs and engage families to guide early learning and literacy of children from birth to age 5.

Objective 3: Support Families basic needs by strengthen collaborations/awareness and referrals.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Create a formal network of” Family Navigators” to help families navigate resources and supports in community.	Staff Time Competencies Facilitator	ED BY5 partner agencies Facilitator	March 2015 - March-16	# of Family Navigators & MOU’s # of Meetings
b) Coordinate BY5 network of partners to share common vision/language and be a community of practice.	Staff time Funding Partner agencies	ED Steering Committee Supporting Families	January 2015- December-15	Formal By5 network # of MOU’s # of meetings
c) With feedback from families determine barriers to accessing basic needs and collectively work to overcome.	Staff Time Volunteers Funding	ED BY5 partner agencies Families	January 2015 - December-15	Formalize feedback from families with United Way

Strategic Actions for Objective 3: “Family Navigators”, Communications plan (website), BY5 partner network (any entity that impacts/intersects families, churches, health, housing, child care, social services etc.), Unemployment help center (15 hr. wk. child care to job search at work one).

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GOAL 3: ADVOCATE FOR HIGH QUALITY EARLY LEARNING ENVIRONMENTS

Families and children (regardless of location and income), have access to High Quality Early Learning Environments, (including Child Care and Preschool) to ensure a safe, healthy and developmentally appropriate learning experiences.

Objective 1: Promote and Expand High Quality affordable Preschool opportunities.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Increase availability and access for 4 year olds to attend high quality preschool programming.	Staff Time Funding Partners	ED Steering Committee HQ ECE Committee	September-14 December-15	# of high quality preschool slots available
b) Promote, support and expand joint recruitment opportunities and community partners for preschool (low cost or free).	Staff Time Funding Partners	ED HQ ECE Committee Partners	January-15 December-15	Increase in # of preschool opportunities
c) Support and expand messaging to educate families on the benefits and importance of preschool.	Staff Time Funding Marketing	ED HQ ECE Committee Marketing Firm	January-15 December-15	Communication plan + # of preschool opportunities

Strategic Actions for Objective 1: Increase capacity for high quality preschool through new collaborations & partners (low cost/free) unemployment help center, communications plan, expand Kickoff to Kindergarten.

Objective 2: Promote and Expand High Quality affordable Child Care opportunities.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Increase availability and access for families and children ages 0-5 in high quality child care programs.	Staff Time Funding Partners	ED Steering Committee HQ ECE Committee	September-14 December-15	Increase in # of children in High Quality child care programs
b) Promote, support and expand joint recruitment opportunities and community partners for high quality child care.	Staff Time Funding Partners	ED HQ ECE Committee Partners	January-15 December-15	Increase # of high quality child care options
c) Support messaging to educate families on the benefits and importance of choosing high quality child care.	Staff Time Funding Marketing	ED HQ ECE Committee CCR&R	January-15 December-15	Communications Increase in number of children in high quality child care

Strategic Actions for Objective 2: Increase capacity for high quality child care through collaborative efforts (affordable), scholarships more availability, communications plan.

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GOAL 3: ADVOCATE FOR HIGH QUALITY EARLY LEARNING ENVIRONMENTS

Families and children (regardless of location and income), have access to High Quality Early Learning Environments, (including Child Care and Preschool) to ensure a safe, healthy and developmentally appropriate learning experiences.

Objective 3: Promote Educational opportunities for early childhood educators and Recognition Activities.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Establish and collaborate with existing early childhood groups to form a Delaware County ECE Coalition.	Staff Time Funding Partners	ED HQ ECE Committee Partners	January-15 December-15	Creation of coalition # of members # of meetings
b) Raise the level of importance of the ECE field throughout the community.	Staff Time Funding Partners	ED HQ ECE Committee Marketing/Partners	January-15 December-15	# of recognition events community wide
c) Explore and expand opportunities to increase outreach and professional dev. opportunities for ECE providers.	Staff Time Funding Partners	ED HQ ECE Committee Partners	January-15 December-15	Increase # of professional Development Opportunities

Strategic Actions for Objective 3: Delaware County ECE Coalition (IAEYC, CCRR, Kindergarten Teachers), Community Recognition Events, Marketing Professional Development Opportunities, Child Care/ECE Outreach program, Transition to Kindergarten Team.

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GOAL 4: PROMOTE HEALTHY CHILDREN

Children in Delaware County are Born Healthy and will acquire the necessary wellness skills needed to insure successful entry into Kindergarten.

Objective 1: Delaware County families with children ages birth to 5 will be equipped to make informed choices that support their children's needed health & wellbeing skills (Motor, Physical, Intellectual & Environmental Health).

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Implement universal screening measurements to be utilized with children in a variety of settings.	Staff Time Funding Partners	ED Health Task Force Partners	March 2015 - March-16	Determine Tool to be utilized # of partners utilizing screening tool # of screenings conducted
b) Families have increased access to birth to five referrals and supports.	Staff Time Partners Website	ED By5 partner agencies Family Navigators	March 2015 - March-16	Increase in families accessing and utilizing services
c) Families are connected to a "Medical Home" before a child's birth.	Staff Time Marketing	ED Health Task Force	March 2015 - March-16	# of children with a primary care provider

Strategic Actions for Objective 1: Marketing/Communication Plan (partner with We Care Indiana), Community wide developmental screening, Family Navigators, website, By5 partner agencies, Nurse Family Partnership, play and learn groups.

Objective 2: Develop a supportive and sustainable wellness environment for BY5 families in Delaware County.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Provide numerous opportunities for families to find support to nurture growth and development of their young children.	Staff Time Marketing Website	ED Health Task Force By5 partners	January 2015 - January-16	# of families participating in activities and events
b) Promote active living and healthy living through education, policy and environments for families & ece providers.	Staff Time Marketing Partners	ED Health Task Force By5 partners	January 2015 - January-16	# of active and/or healthy living activities # of participants
c) Advocate for social emotional health awareness and education for Birth to 5 population.	Staff Time Marketing Partners	ED Health Task Force By5 partners	January 2015 - January-16	# of social emotional activities/ trainings # of participants

Strategic Actions for Objective 2: Marketing/Communication Plan, parenting and family workshops, organized nature walks for young children and families. Environments and Policy decisions aligned with health outcomes for young children. Welcome Home Baby Kits/boxes.

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GOAL 5: ENCOURAGE SUPPORTIVE COMMUNITIES

Communities and Neighborhoods accept responsibility, embrace BY5 goals & take action to be supportive communities for families & children.

Objective 1: Identify communities, neighborhoods, churches, townships, cities etc... that commit to being “BY5 Early Childhood Zones” and find unique ways for those partners to contribute to the success of families and children.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Identify and Develop local community neighbors (individuals or hubs) champions for early childhood issues.	Staff Time Partners	ED Neighborhood Assoc. Early Learning CTF	January 2015- January-16	# of identified local champions
b) Develop ways that “BY5 Early Childhood Zones” can commit to supporting families and young children & do “their” part.	Staff Time Funding Partners	ED Neighborhood Assoc. Early Learning CTF	January 2015 - January-16	# of By5 Early Childhood Zones # of ways actively supporting

Strategic Actions for Objective 1: Neighborhood Child/Family Hubs, Local groups/clubs/associations adopt “BY5” goals as part of their vision (shared vision) & publicize zones and activities/resources. Strategize unique ways for “zones” to participate (for ex. -Little Free Libraries, signage, offer child care for meetings etc...).

Objective 2: Ensure that all children have many opportunities in Delaware county and within neighborhoods, to support positive early learning childhood experiences.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Communities offer a wide variety of activities/ opportunities for families and young children to promote early learning.	Staff Time Funding Partners	ED Early Learning C T F Community at large	January 2015 - January-16	# of active partners # of activities # of participants
b) Communities commit and provide support to ensure that families are supported in their role as a child’s first teacher.	Staff Time Community Partners	ED Early Learning C T F Community at large	January 2015 - January-16	# of By5 Early Childhood Zones

Strategic Actions for Objective 2: Little People Passports for Delaware County, BY5 Walking Trails (safe identified green space for families to take young children to play outdoors with ideas to enhance play) Family Task forces among neighborhood groups, events.

Objective 3: Ensure that anyone with in a community who comes in contact with children and families understands basic child development, developmental needs and the domains children need to support healthy development.

ACTION STEPS	RESOURCES	ROLES/RESPONSIBILITIES	TIME FRAME	INDICATORS
a) Develop a “Train the Trainer” method to provide community based basic child development information/ curriculum.	Staff Time Funding Marketing	ED Early Learning CTF Identified Trainer	March-15 March-16	Creation of Train the Trainer event # of Train the trainers # of trainings and books distributed

Strategic Actions for Objective 3: Utilizing the “Crib to Kindergarten” develop a workshop, purchases copies, and train the community to develop common language, understanding and knowledge base from “Best Practices” for young children.

