

Early Childhood Advisory Council 2020 – 2022 Strategic Planning Update

Background

The Early Childhood Advisory Council (ECAC) met in June 2018 to develop a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and then again in September to use that information to develop broad goal areas. A Strategic Planning Committee was formed as a workgroup to develop the more detailed components of the plan, such as drafting the goal statements, to present to the ECAC. The Committee consists of Amanda Ellis, Linda Hampton, Amy Hood, Rick Hulefeld, Sally Shepherd, John Roden, and Tiffany Yeast.

The Committee was charged with drafting the vision, mission, and goal statements based on the information and guidance provided during the June and September ECAC meetings. The Committee met in October and November to articulate the intent of the larger group into the following statements for review and consideration.

Draft Vision Statement

The Committee crafted the vision statement based upon the definition that a vision statement is a concise and inspiring statement that identifies the ultimate aspiration of the organization.

All children in Kentucky will have the foundation that enables school and personal success and are supported by strong families and communities.

Draft Mission Statement

The Committee crafted the mission statement based upon the definition that a mission statement is a concise and clear statement that very broadly identifies what the organization does, how it does it and why it does it.

The Early Childhood Advisory Council (ECAC) provides leadership and direction for the Commonwealth of Kentucky by providing a comprehensive and sustainable prenatal to age five early childhood system that will ensure a strong foundation for all children.

Draft Goal Statements

During the ECAC September 20, 2018 goal setting meeting, six goal areas were identified through SWOT activity. After discussion, the committee agreed 'Advocate for Early Childhood Education' and 'Promote the Importance of Early Childhood Education' would be stronger combined into one goal area, which reduced the number of goals to five.

The Committee created the goal statements with the intent that each goal would communicate what will be accomplished by the end of the strategic plan in 2022 and very broadly how it will be accomplished. More details will be defined on how the goals will be accomplished when the strategic planning process moves on the next stage of developing objectives and measures.

Promote the Importance of Early Care and Education

Redesign advocacy approach for quality early care and education by promoting a strategic message.

Provide Families with Early Care and Education Choices

Provide quality resources, which promote and support the family's role in child development.

State and Local Collaboration

Increase coordination, program quality, and service delivery by fostering effective collaboration between agencies and stakeholders.

Secure Funding

Secure new, diverse funding and prioritize tobacco dollars to align with the strategic plan.

Workforce Development

To grow and strengthen the early care and education workforce by providing a career pathway for advancement and professional learning opportunities.