

Sample Strategic Plan

Program Name: Community Child Development Center (CCDC)

This document describes the Board of Directors' strategic plan for Community Child Development Center (CCDC). It presents Community Child Development Center's (CCDC) vision, mission, values and objectives; reviews its strengths, weaknesses, threats and opportunities; and outlines the goals and action strategies to support each objective.

Vision:

The vision of Community Child Development Center (CCDC) is to offer an affordable, high quality child care option dedicated to promoting and strengthening the health and well-being of young children and their families. Through our programs and services, we build a community that respects each individual and demonstrates an inclusive environment that celebrates our work together for a better tomorrow.

Mission Statement:

The central purpose and mission of Community Child Development Center (CCDC) is defined as:

Community Child Development Center, a non-profit 501(3)C organization, strives to provide young children and their families with the highest quality child care and play-based education program in our county.

Corporate Values:

- Respect for families
- Excellent customer service
- Accountability to staff, children and families
- Respect for the individual while honoring teamwork
- Continued education and training of staff

Objectives:

Long term business objectives of Community Child Development Center:

- To offer an affordable child care program
- To offer a developmentally appropriate curriculum program that ensures exploration and play and incorporates learning opportunities and content
- To achieve NAEYC accreditation

Strengths, Weaknesses, Opportunities & Threats:

This strategic plan addresses the following key strengths, weaknesses, opportunities, and threats which apply to Community Child Development Center (CCDC) now and in the foreseeable future:

Strengths:	Weaknesses:
<ul style="list-style-type: none">• Strong Parent Involvement• Highest Ranking in State's Quality Rating System• Currently Operating At Maximum Capacity• Fifty Percent of Staff Have Earned Child Development Associate (CDA)• Program accredited	<ul style="list-style-type: none">• Long terms staff do not want to pursue higher education• Re-accreditation self study is not moving forward• Staff are not following through on accreditation tasks• Limited understanding of assessment and curriculum goals• Limited administrative time for Teachers• Shortage of substitute Teachers
Threats:	Opportunities:
<ul style="list-style-type: none">• New child care program just opened close by that is offering higher teacher salaries and benefits.• State Funded Preschool Programs May Cause Drop in Preschool Enrollment• Tuition Rates Higher Than Neighboring Programs	<ul style="list-style-type: none">• Collaboration with Other ECE Programs• Local Accreditation Facilitation Project support available• State grant money for accreditation and program expansion available• Nearby GSA program just successfully completed new accreditation

Major Goals that Support the Objectives:

- Develop a plan to ensure NAEYC accreditation success
- Develop an education incentive program to encourage staff to pursue higher education
- Develop a fundraising plan to support NAEYC accreditation

Key Action Strategies to Achieve the Goals:

Ensure NAEYC accreditation

- Develop a timeline for accreditation
- Begin self-study phase of accreditation process
- Kick off meeting with staff and Board Members, discuss importance of accreditation
- Board of Directors monitor timeline and support Director on staff follow through
- Research accreditation support options such as other GSA directors and the local Accreditation Facilitation Project
- Contract with local program that specializes in providing Substitute Teachers
- Develop a schedule to ensure staff have some administrative time
- Research and schedule local training on curriculum and assessment
- Develop mentoring system among staff
- Develop training plan for staff

Develop an education incentive program to encourage staff to pursue higher education

- Collaborate with other programs in the community to brainstorm staff education incentives
- Survey local child care programs for staff salary and education benefits information
- Develop a fundraising and development committee focused on staff benefits and salaries with Board Members and staff participation
- Survey staff regarding education incentive ideas
- Assess the cost of offering education benefits and incentives for staff
- Develop a staff education incentive plan with ideas, buy-in and support from staff

Develop a fundraising plan to support NAEYC accreditation

- Explore state and local grant opportunities
- Network with parents and community members with grant opportunities and grant writing skills
- Organize board members and other individuals with grant writing experience and grant contacts
- Write letter to parents introducing board efforts and asking for support

- Organize development and fundraising efforts and timelines Develop a fundraising plan to increase revenue to be used for staff continuing education
- Develop and approve a budget that effectively considers allocations of funds to education benefits and incentives
- Report monthly on fundraising plan and accomplishments to the full board
- Write one grant and approach one local organization for support
- Increase program revenue 1% through fundraising
- Survey parents regarding community contacts and fundraising ideas
- Survey parents to find web development expertise
- Develop a strong web presence

Compiled using Online Strategic Planner at www.planware.org/strategicplanner.htm#2