

ECLC 2017-2019 STRATEGIC PLAN



STRATEGIC FRAMEWORK

VISION: Colorado has comprehensive, aligned, effective, and fully-funded service delivery systems that support families to ensure all Colorado children are valued, healthy and thriving.

MISSION: To be the trusted and proactive champion for high-quality, outcome-focused programs and services for pregnant women, children birth to age 8 and their families, in Colorado across all sectors.

LONG-TERM GOAL: Equitable access and permanent universal funding for high-quality early childhood services and supports.

THEORY OF CHANGE: Through data gathering, policy development and community engagement, ECLC improves service delivery and interagency support for Colorado children birth to age 8.

STRATEGIES

Focus Areas	Target Populations	Activities by ECLC and Partners
EXPAND EARLY CHILDHOOD AWARENESS: Be the strong, statewide voice for increasing engagement and expanding awareness of the essential role of early child services and supports for successes in school and life	Parents, Caregivers, Media, Policy Makers, General Public	Develop communications strategy to expand EC awareness, building on results of ECCC report
ELEVATE EARLY CHILDHOOD PROFESSIONAL WORKFORCE: Lead efforts to increase recruitment, retention, professional training, compensation and social recognition	EC Professionals, Higher Education, parents, Media	Update Colorado's EC professional development plan Support innovative solutions around recruitment, retention and compensation
ALIGN EARLY CHILDHOOD SYSTEMS: Lead efforts to coordinate, align and prioritize early childhood programs so that families and children experience seamless care to meet their needs	CDHS, CDE, CDPHE, HCPF Early Childhood Councils Providers	Provide oversight of Project LAUNCH Conduct Early Childhood System Alignment Audit Develop Data Repository/Resource Library Implement Framework Phase II

ECLC Action Plan 1

FOCUS AREA: EXPAND EARLY CHILDHOOD AWARENESS					
Strategies and tactics to accomplish goal	Responsible	Others Involved	Start Date	Deadline	Resources Needed
<p>Communication Efforts with Parents and Caregivers - implement recommendations from ECCC report, including a possible statewide awareness and engagement effort</p> <p>Jan 2017: Reconvene ECCC group</p>	Elsa Holguin, Tom Massey	ECCC Advisory Partners and Steering Committee; OEC; other stakeholders	January 2017		Pursue funding
<p>Communication Efforts with Policy Makers and General Public - develop consistent messages for local and state policy makers re: early childhood</p>	Elsa Holguin, Tom Massey	EC Advocacy Organizations	January 2017		
<p>Create communications plan to expand awareness of ECLC</p>	Kristina Mueller, ECLC		November 2016		Pursue funding for communications consultant

ECLC Action Plan 2

FOCUS AREA: ELEVATE EARLY CHILDHOOD PROFESSIONAL WORKFORCE					
Strategies and tactics to accomplish goal	Responsible	Others Involved	Start Date	Deadline	Resources Needed
Update 2010 state plan on EC professional development	Program Quality & Alignment (PQA) Subcommittee, PD Advisory Working Group, CDHS, CDE	Early Milestones; Funders	Started 2016	April 2017	Funding secured for plan update
Support workforce compensation innovative solutions	PQA Subcommittee, PD Advisory Working Group		Started 2016	Implementation 2018	
Implement recommendations from updated state EC Professional Development plan	PQA Subcommittee, PD Advisory Working Group		May 2017	Implementation 2018	Pursue funding
Advocate for legislative changes to support families and children	ECLC	EC Stakeholders	January 2017		

ECLC Action Plan 3

FOCUS AREA: ALIGN EARLY CHILDHOOD SYSTEMS

Strategies and tactics to accomplish goal	Responsible	Others Involved	Start Date	Deadline	Resources Needed
Develop Framework Phase II (interactive Framework website tool to share program information and highlight progress toward the Framework outcomes)	Program Quality & Alignment (PQA) Subcommittee	ECCLA, ECCP, Providers, CDE, CDHS, DPP, CDPHE, Funders	Started 2016	June 2017 (Pilot March 2017)	Funding secured
Oversee Project LAUNCH	PQA Subcommittee; Young Child Wellness Council	CDHS, CDPHE, LAUNCH Together communities	Started 2014	2019	Federally funded
Review and analyze EC systems alignment through an audit that measures baseline alignment of EC programs and services (subject to adequate fundraising)	PQA Subcommittee	Funders, Headstart, CDHS, CDE, CDPHE, HCPF	2017 (subject to fundraising)		Funding is needed to support project
Develop ECLC Data Vision Statement and share with other Subcommittees and Working Groups to better align understanding and use of data in decision making	Data Subcommittee		Started 2016	March 2017	
Create Data and Report Reference Repository (searchable on Framework website tool)	Data Subcommittee	PQA Subcommittee	January 2017	June 2017	