

# 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