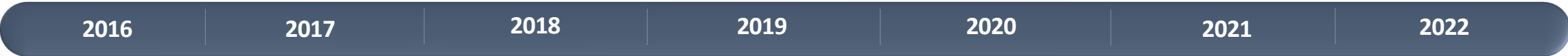


ELCOC Strategic Plan



Enhancing the Message

Focus on Teachers

Walk the Talk

Ensure Effectiveness



Focus 1:
2018 – 2021

Enhance the Message:

- Telling the ELCOC Story

Focus 3:
2017 – 2021

Walk the Talk

- Paying for Quality & Building Capacity

Focus 2:
2017 – 2021

Focus on Teachers:

- Recruitment, Training, & Retention

Focus 4:
2019 - 2022

Ensure Effectiveness:

- Know our Numbers

ELCOC: Enhancing the Message



Milestone 1:
ELCOC Rebrand & Launch Awareness Campaign
 Oct. 2018 – June 2019

Committee:
 Messaging Task Force

- Tactics:**
- Develop brand awareness case study strategy.
 - Determine stories to tell.
 - Complete ELCOC elevator speech and calling card.
 - Build partnerships with video production & graphic arts programs at local universities for new look and branding video.
 - Determine strategies to “co-brand” with contractors and programs.
 - Develop communication strategy based on giving.
 - Handout ELCOC packets at birthing centers.

Milestone 2:
Develop Volunteer Pipeline
 July 2019 - July 2020

Committee:
 Resource Development Task Force

- Tactics:**
- Research established volunteer pipeline plans at other organizations and corporations.
 - Create and implement a volunteer pipeline that makes volunteers advocates of our mission and moves them up in tiers of involvement.
 - Create Ambassadors/Speakers Bureau

Milestone 3:
5 Year Resource Development Plan
 Oct. 2018 – June 2020

Committee:
 Resource Development Task Force.
 *Once developed assigned to Finance for monitoring

- Tactics:**
- Set rolling annual financial goals
 - Recruiting new donors and retaining current donors using data as proof of ROI.
 - Inform community on return on investment.
 - Create a strategic stakeholder list.

Milestone 4:
Board Impact & Engagement
 Jan. 2019 – June 2021

Committee:
 Governance

- Tactics:**
- Harness the collective power of ELCOC Board by keeping members active, engaged, and focused.
 - Review activity and engagement level of current board members.
 - Identify opportunities for members to leverage their own companies.
 - Volunteers, Matching grants, Sponsorships/in-kind donations
 - Provide members with a rolling 12-month calendar of events to facilitate participation and promotion within their network.
 - Invite Edyth Bush Foundation and others to give a training at a Board meeting on membership participation.
 - Build out subcommittees as recruitment grounds for future Board Members

ELCOC: Focus on Teachers



Milestone 1:

Education Connection
Sept. 2017 – Jan. 2019

Committee:
Quality

Tactics:

- Maximize the learning management system.
 - Enhance the Institute 4 Early Learning (I4EL) and expand professional development services to early learning teachers and directors including professional resources, career advisement, special trainings, credentials and seminars.
 - Implement more teacher training programs.
 - Offer level specific training.
- Increase collaboration and sharing of resources/expertise among OCPS, private Pre-K providers, Head Start, Early Head Start, and Healthy Start.
 - Review training schedules and identify opportunities for co-training.
 - Regular meetings between OCPS Elementary/Early Childhood representative and Pre-K provider representatives.
- Build technical knowledge by learning to navigate provider services online portal, and digital assessment tools.

Milestone 2:

Supporting Teacher Pay
Dec 2019 - June 2021

Committee: Quality

Tactics:

- Create a teacher milestone accomplishment reporting and recognition plan and celebrate them with a strategic incentive plan.
 - Track metrics, analyze and evaluate next steps.

ELCOC: Walk the Talk



Milestone 1:
Paying at Market Rate
 Dec. 2017 – June 2021

Committee:
 Executive

Tactics:

- ELCOC increased the provider reimbursement for infants to the 2017 market rate for accredited and licensed centers and child care homes in the final months of FY 2017-2018
- An additional \$13.5M would allow an increase to the 2017 market rate for providers serving one to five-year-olds.

Milestone 3:
Encouraging Accreditation
 July 2019 – Dec. 2020

Committee: Quality

Tactics:

- Leverage new provider tier incentive model.
- Promote/incentivize value of accreditation.

Milestone 2:
Building Businesses
 Jan 2017 – Dec. 2019

Committee:
 Best Business Practices
 Task Force

Tactics:

- Business Institute for Early Learning Entrepreneurs launched in Oct. 2017 as the beginning of a 3-year pilot.
 - After the third year; track metrics, analyze outcomes and determine if the program will continue.
- Launch Shared Resources FL in Nov. 2018.
- Develop strategies to support provider’s digital footprint (Google, website, social media platforms).

ELCOC: Ensure Effectiveness



Milestone 1:

Developing a Dashboard

Jan 2019 – Jan 2020

Committee:

Research Tasks Force

Tactics:

- Pursue unique identifier to track birth to five development.
 - Explore proper linkage to Helios Central Florida Education Ecosystem Database (CFEED) – currently limited to only those PreK students in OCPS who attended VPK
- Provide timely and meaningful data for children, families and providers so board and community can review investments in child development and their readiness for school.
- Determine most appropriate measure to gauge the overall impact and Kindergarten Readiness.
- Set measurable objectives for providers.
- Set clear timelines and goals.
- Create Early Learning dash board.

Milestone 2:

Strengthening Internal Efficiency

July 2019 – Dec. 2022

Committee:

Executive

Tactics:

- Ensure Coordination among programs and Initiatives.
- Oversee Sterling review process.
- Share best business practices with other ELCs
- Identify business and program best practices from other cities and states.

Milestone 3:

Encouraging Communitywide Early Literacy

Jan. 2019 – Dec 2021

Committee:

ELCOC Staff

Milestone 4:

Influencing Policy

July 2019 – June 2020

Committee:

Advocacy Task Force

Milestone 5:

Ensuring Internal Capacity

July 2020 – June 2022

Committee:

Human Resources

Tactics:

- Talk with community stakeholders regarding ELCOC literacy programs and hear about programs other organizations are doing in the same space and what measures are being used to gauge the effectiveness of each.
- Create and take advantage of community synergies to support and enhance literacy initiatives.
 - Align with LECTIO or similar organizations to pull Orange County initiative together.

Tactics:

- Keep up with legislative issues.
- Develop relationships with elected officials.
- Build transparency into effectiveness.

Tactics:

- Evaluate staffing structure.
- Oversee initiation of CEO transition.