Ready Families: Ensure safe and stable environments, promote health, provide opportunities for parent education and training to promote healthy and supportive relationships and enhance early learning experiences.

Goal 1:	Parent Support and Education All Central Virginia families with children birth through age five will have access to information and support needed to help them promote their child's optimal development and school readiness.

Objective	Strategy	Steps Needed	Outcome
1.1. Increase understanding of the health, development and needs of children.	Create a video-loop that will include information on child development and school readiness.	1.1.a. Review existing resources. 1.1.b. Explore partnerships to develop video. Example: Lynchburg College, Region 2000 Develop video. 1.1.c. Promote/Distribute video.	Loop-video will be viewed at physician offices; community agencies; public access station
1.2. Increase opportunities for parents to access training and support.	1.2.a. Provide parent education using *The Incredible Years* program. 1.2.b. Provide parent education on assessment, referral and resources for children with special needs.	1.2.a. Coordinate Train the Trainer by 9/30/13. Collaborate with community partners to host sessions at various locations. Implement Program 1.2.b. Offer program in Amherst County, open to preschool/child care providers; invite families through Kindergarten and Preschool classes, Head Start.	Three (6 wk) sessions will be conducted by July 30, 2014. Program complete by 9/30/13.
1.3. Provide materials and information to families.	1.3.a. Create brochure on School Readiness 1.3.b. Participate in VPI Institute (CC)	1.3.a. Collaborate with PHFS and CVHD to design brochure. 1.3.b. Utilize Literacy Bus; provide materials	Brochure produced and printed before 9/30/13. Bus will be present: VPI Institute August 2013 Holiday Parades Bedford County School initiative Forest Health Fair 11/13
1.4. Coordinate Week of the Young Child events.	Events will be held throughout the region to promote early childhood development and education.	1.4.a. Collaborate with PAECE, ECEC and Task Forces to develop WOYC plan.	Events held during WOYC.
1.5 Establish a Parent Resource Center.	1.5. Seek funding to establish a Resource Center.	1.5.a. Establish Planning Committee 1.5.b. Conduct Needs Assessment/Feasibility Study 1.5.c. Explore funding opportunities 1.5.d. Submit Funding Proposals	Center will be established to provide: • Parent Classes • Parent/Child Groups • Community Resource info
1.6 Encourage families to register their children for Kindergarten in April.	1.6 Provide information on Regional Kindergarten Registration: April 23, 2014	1.6.a. Distribute information to families through preschool / childcare programs, health care facilities and community. 1.6.b. Provide information on necessary documents; medical, birth certificates and how to obtain documentation.	Increase the number of children who are registered on time. Children register for school are up to date on immunizations.
1.7 Increase the number of infants and toddlers that have current immunizations.	1.7 Participate in the Central Virginia Immunization Coalition.	1.7.a. Assist coalition in implementing preschool and parent surveys. 1.7.b. Outreach: schedules/ school policies.	Increased number of children who are up to date on their immunizations.

Ready Children: Children will have affordable and accessible early childhood education that provides high quality learning environments.

Goal 2:	VSQI Support programs offering high-quality early care and education opportunities, and increase availability of high-quality programs to all children in Central Virginia.		

Objective	Strategy	Steps Needed	Outcome
2.1 Implement VSQI in the Piedmont Region.	2.1 Collaborate with Smart Beginnings in Danville, Martinsville, Roanoke to regionalize program.	Sign contracts / MOUs.	Piedmont VSQI partnership established.
2.2. Continue VSQI in CV	2.2.a. Conduct quarterly Mentor Meeting 2.2.b. Conduct annual Mentor Refresher Training 2.2.c. Hold monthly program Director meetings.	New fiscal year MOUs with mentors, raters. New application process, agreements with VSQI centers	VSQI continues and expands services in Central Virginia.
2.3. Increase the number of public and private early care and education programs participating in VSQI	2.3. Provide pre-mentoring and assessment to six new programs.	Complete the Child Care Quality Initiative application for Amherst, Lynchburg.	Additional funds available to encourage new centers to participate in VSQI; six new centers to be added to CV VSQI by June 30, 2014.
2.4. Increase the number of low income children participating in high quality early care and education programs.	2.4. Provide pre-mentoring / assessment to additional Head Start and VPI programs. 2.4.b. Provide education to program directors regarding DSS Child Care Subsidy 2.4.c. Conduct outreach to Family Day Homes	Complete the Child Care Quality Initiative application for Amherst, Lynchburg. Schedule Director meeting / speaker	Two new centers will be added to VSQI serving low income families.
2.5.a. Improve transition from early education and kindergarten. 2.5.b. Support Transition policy and practice development. 2.5.c. Regionalize Kindergarten Registration	2.5.a. Assess Training needs and submit to ECEC. 2.5.b Regionalize Kindergarten Registration Dates, Documents and Transition strategies. 2.5.c. Develop a Regional Kindergarten Registration Form to include preschool experience data.	2.5.a. Follow up with program directors regarding *Ready Set Go* materials previously distributed. 2.5.b. Meet with Kindergarten Teachers, School Administrators	VSQI Centers will have Transition Policies in place, and staff will be receiving training. Kindergarten Registration will be regionalized. Transition strategies will be shared regionally.
2.6 Collect regional data on Kindergarten Readiness	2.6 Develop a tool for collecting information on Pre-Kindergarten experiences.	2.6.a. Plan regional program for Kindergarten Teachers and School Administrators. 2.6.b. Develop survey for parents of kindergarten students. 2.6.c. Work with Regional School Districts to add Pre-K experience data on K-Registration forms.	PALS-K data will be captured comparing scores by pre-kindergarten experience.
2.7 Decrease retention rates for children in grades K-3	2.7a. Improve Kindergarten Readiness scores as evidenced by PALS-K data.	2.7.a.1 Collect data on retention rates by county and city; 2.7.a.2 Collect PALS-K data	Reduced retention rates by 2014.

	2.7.b. Continue to improve the quality of preschool and childcare programs.	2.7.b.1. Continue VSQI efforts 2.7.b.2. Engage Family Day Homes	
2.8 Increase consumer awareness of available high quality preschool programs.	2.8 Develop marketing plan to promote high quality preschool / childcare programs to families.	2.8.a. Steering Committee Discussion 2.8.b. Materials drafted. 2.8.c. Plans to disseminate information. 2.8.d. Participate in Piedmont Regional discussions	Families are aware of the importance and existence of high quality preschool programs and make informed decisions.

Ready Schools: Provide seamless transition to new learning environments led by skilled teachers, and welcome all children with opportunities to enhance and build their skills, knowledge and abilities, by engaging the whole community.

Goal 3:	Form effective relationships with parents, early childhood programs and elementary education; support instruction and staff development.

Objective	Strategy	Steps Needed	Outcome
3.1. Create smooth transition between home and school.	3.1. Communicate kindergarten standards, registration and other school information to families.	Develop materials. Develop distribution plan.	
3.2. Support instruction and staff development	3.2 ECEC will develop annual Professional Development calendar	Conduct Needs Assessment	
3.3. Support the assessment of individual needs of children	3.3. Provide training in the use of ASQ and ASQ-3		
3.4 Create opportunities for partnerships between schools and communities	3.4.a. Coordinate family/community literacy activities 3.4.b. Enhance communication with and between early childhood programs and elementary education.	3.4.a. Participate in national events such as RFTR and WOYC. 3.4.b. Coordinate Kindergarten Teacher event.	
3.5. Provide resources to address the diverse and individual needs of students	3.5 Share information with programs and families regarding community services, assessments, referral process.	Collect / Develop information on available resources.	

Ready Communities: Emphasize the importance of early childhood education.

Goal 4: Promote collaboration to reach the most vulnerable children and families.			
Objective	**Strategy**	**Steps Needed**	**Outcome**
4.1. Build a sustainable early childhood education system	4.1.a. Increase membership in Smart Beginnings 4.1.b. Maximize resources	Increase membership on Leadership Council. Ensure that each Task Force is represented by the community it serves including education, business, faith-based programs, parents, social services.	Smart Beginnings coalition will represent the entire community.
4.2. Ensure the all children have access to high-quality early care and education programs.	4.2.a. Continue and expand VSQI 4.2.b. Promote VSQI to families 4.2.c. Offer professional development opportunities to all early care and education programs.	4.2.b. Develop materials for materials that highlight the importance of high-quality preschool/child care and enable parents to make the good decisions. 4.2.c. ECEC Annual Calendar of Events	Additional programs participating in CV VSQI. High-quality programs available to more families. Families able to make informed choices. Increased attendance at monthly professional education programs.
4.3. Encourage early learning opportunities and foster community participation	4.3.a. Coordinate regional Read for the Record activities. 4.3.b. Coordinate annual awareness / fundraising event 4.3.c. Participate in Week of the Young Child 4.3.d. Utilize resource bus; develop schedule for bus.	4.3.a. Provide books to all regional early learning programs; Engage volunteers to read to children. 4.3.b. Establish Event Planning Committee by October 2013. 4.3.c. Engage each Task Force in WOYC. 4.3.d. Secure funding to operate and staff the bus.	A minimum of 3,000 children will participate in 2013 Read for the Record. Second annual Are You Smarter than a Third Grader will be held in April 2014. WOYC will be celebrated in each county / city.
4.4. Increase awareness of the importance of early childhood education and high-quality programs.	4.4.a. Use social media to disseminate information to the public. 4.4.b. Determine where/how different populations access information.	4.4.a. Increase usage of SBCV Facebook; update website regularly; explore possibility of internship focusing on communication and social media development. 4.4.b. Parent Surveys	
4.5. Represent Smart Beginnings throughout the region.	4.5.a. Participate on coalitions with common interests and goals. 4.5.b. Engage community groups / schedule presentations.	4.5.a.1. Participate in Community events: Lions Club Health Fair, November 2013. 4.5.a.2. Participate on Health Department initiatives: Live Healthy; Immunization Team	Smart Beginnings is an integral part of regional health, wellness and education initiatives.

Leadership Council: Develop a team made up of members who are actively committed, influential, and dependable. The Leadership Council will forge partnerships with the business community and local government.

Goal 5:	Ensure that membership has representation from multiple sectors, and reflects a cross-section of the community.		
Objective	**Strategy**	**Steps Needed**	**Outcome**
5.1. Review role of Leadership Council for FY 2013-2014	5.1. Leadership Council meeting / discussion.	June / July 2013	Develop FY 2013-2014 Strategic Plan
5.2. Review Leadership Council Membership	5.2. Use Smart Beginnings Tool Kit as a guide to membership recruitment.	June / July 2013 Review quarterly September, December, March and June.	Membership Recruitment Plan; Increased Membership; Cross-Sector Representation
5.3. Appoint Leadership Council Chair.	5.3.a. Discuss position requirements. 5.3.b. Discuss method for nominating and electing a new Chair. 5.3.c. Appoint Chair	July 2013 August 2013 September 2013	

Leadership Council: Establishes Relationships that Lead to Policy and System Changes that Enhance Early Childhood Health and Development

Goal 6:	Advocate for Enhancing the Local System of Early Childhood Education and Increasing Access to High-Quality Pre-Kindergarten Experiences for All Children		
Objective	**Strategy**	**Steps Needed**	**Outcome**
6.1 Leadership Council will work to establish communication with Local School System Administrators and Smart Beginnings.	6.1. Share information re: SBCV initiatives and opportunities to work together.	6.1. Meet with School Superintendents	Improved data-sharing. Enhanced communication between preschool and kindergarten educators.
6.2. Leadership Council will work to establish communication with Local Government and Smart Beginnings.	6.2.a. Collect Data and Generate report regional school readiness. 6.2.b. Educate policy makers, funders and the community about early childhood issues and school readiness.		Increased understanding of the status of early childhood education in Central Virginia.
6.3. Expand Community Involvement			

Leadership Council: Ensures long-term sustainability of Smart Beginnings Central Virginia

Goal 7:	Build an effective coalition that plans strategically and works with partners to implement results-driven plans supported by expanding public and private resources.		
Objective	**Strategy**	**Timeline**	**Outcome**
7.1 Address Membership and Chair (Goal 1)	7.1		
7.2 Evaluate Existing Resources	7.2.a. Time and Skills of Members 7.2.b. In-Kind Support 7.3.c. Volunteer Base: Technical 7.3.d. Financial Support 7.3.e. Media		
7.3 Develop Communications Plan	7.3. Members as Spokespersons for Smart Beginnings and Early Education	Develop work-plan for Leadership Members by November 2013.	
7.4. Develop Fundraising Plan	7.4. Convene Fundraising / Event Committee	Plan first meeting September 2013.	Develop plan for current year fundraising activities.
7.5. Discuss Pros and Cons of establishing a 501 (c) 3.	7.5. Leadership Council will review benefits, process, cost.	June agenda item. July discussion continued. August: presentation by John Krakora	Decision on whether to pursue non-profit status will be made.

July 24, 2013