



## Smart Beginnings Eastern Shore (SBES): Strategic Plan 2018-2021 GOALS (Mapping Chart)

Public Awareness and Public Will	Communication Systems and Technology	Parent Engagement	School Readiness	Organizational Development and Financial Stability	Collaborations	Public Policy
<p><b>GOAL:</b> Promote public awareness of early childhood issues and developmental asset-building throughout major sectors of Eastern Shore Communities</p>	<p><b>GOAL:</b> Develop diverse communication systems and technology resources to reach all parents of young children and stakeholders who serve young children and families and Eastern Shore citizens</p>	<p><b>GOAL:</b> Promote increased parent engagement in three major areas: 1) parent engagement in child care, school settings, and community recreation and learning programs; 2) parent engagement in their individual child’s learning, healthy growth and development; 3) parent engagement in policy development and advocacy in programs related to early childhood.</p>	<p><b>GOAL:</b> Promote School Readiness and Early Literacy to parents and families through regularly scheduled outreach programs, workshops and readiness resource distribution in Accomack and Northampton Counties.</p>	<p><b>GOAL:</b> Stabilize and strengthen the governance structure, financial sustainability, and ongoing management of Smart Beginnings Eastern Shore.</p>	<p><b>GOAL:</b> Develop and grow collaborative partnerships with local, regional, and state organizations to promote child well-being on the Eastern Shore</p>	<p><b>GOAL:</b> Publicize the state of child well-being on the Eastern Shore and lead efforts to promote increased child well-being.</p>

**Smart Beginnings Eastern Shore (SBES): Strategic Plan 2018-2021 PRIORITY OBJECTIVES (Mapping Chart)**

Public Awareness and Public Will	Communication Systems and Technology	Parent Engagement	School Readiness	Organizational Development and Financial Stability	Collaborations	Public Policy
<p><b>1. OBJECTIVE 1</b> Sponsor an annual KIDS COUNT on the Eastern Shore Forum in collaboration with other lead community and state organizations and businesses.</p>	<p>1. <b>OBJECTIVE 1:</b> Develop a communication system that reflects the needs, interests, and lifestyles of diverse parents and citizens on the Eastern Shore.</p>	<p>1. <b>OBJECTIVE 1:</b> Deliver Go and Grow Starter Packs each year to all new parents of children born at Riverside Shore Memorial Hospital.</p>	<p>1. <b>OBJECTIVE 1:</b> Sponsor and coordinate a minimum of six <i>Every Day Fun with Reading</i> workshops for parents and children at convenient locations for parents on the Eastern Shore.</p>	<p>1. <b>OBJECTIVE 1:</b> Complete an evaluation of SBES organizational stability and sustainability</p>	<p>1. <b>OBJECTIVE 1:</b> Collaborate with Child Care Aware, Northampton and Accomack DSS, and other local and regional partners on the Eastern Shore to determine the viability of implementing Virginia Quality (VQ) in family child care homes on the Eastern Shore.</p>	<p>1. <b>OBJECTIVE 1:</b> Select one to two policy areas presented in the Accomack and Northampton County <i>Child Friendly Community Resolutions</i> and actively promote the selected policies to governing bodies, organizations, and or places of business throughout the Eastern Shore.</p>
<p><b>2. OBJECTIVE 2:</b> Publicize early childhood research and related SBES initiatives through Eastern Shore media outlets, community organizations, community meetings, SBES Facebook page, and the KIDS COUNT FORUM.</p>	<p>2. <b>OBJECTIVE 2:</b> Develop a plan for reaching parents, providers, and stakeholders through print media.</p>	<p>2. <b>OBJECTIVE 2:</b> Facilitate the development of annual workshops on Parent Engagement or related topics for Eastern Shore Early Childhood Teachers and Child Care Providers.</p>	<p>2. <b>OBJECTIVE 2:</b> Support the distribution of <i>Every Day Fun with Reading</i> "tool kits" to families of young children and early education and care providers who participate in the <i>Each</i> Workshops.</p>	<p>2. <b>OBJECTIVE 2:</b> Adjust the current SBES organizational framework and operating procedures that will strengthen the stability, efficiency and effectiveness of SBES.</p>	<p>2. <b>OBJECTIVE 2</b> Collaborate with Tidewater Community College and DSS to pilot the Virginia Quality Initiative (VQ) for child care centers and public schools on the Eastern Shore.</p>	<p>2. <b>OBJECTIVE 2:</b> Provide information to assist with data driven decision making to children and family service providers, elected officials, the business community and other community decision makers at an annual Kids Count Forum</p>

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<p><b>3. OBJECTIVE 3</b> Promote public will in support of <i>Child Friendly Resolutions and community-wide involvement in Developmental Asset Building through the KIDS COUNT FORUM and periodic News Flashes to early childhood stakeholders</i></p>	<p><b>3. OBJECTIVE 3:</b> Develop a plan for annual wide-spread distribution of <i>Early Childhood directory</i>.</p>	<p><b>3. OBJECTIVE 3:</b> Recruit a minimum of two parent representatives to serve on the SBES Leadership Council</p>	<p><b>3. OBJECTIVE 3:</b> Participate with community partners and the public and private schools in fairs and public events that promote school readiness.</p>	<p><b>3. OBJECTIVE 3:</b> Develop matrix of diverse funding sources to support SBES, e.g. Foundations, businesses, government, individual donors, online crowd funding.</p>	<p><b>3. OBJECTIVE 3:</b> Collaborate with Eastern Shore Rural Health Pediatricians to collect quarterly data on the parent usage of resources in SBES Go &amp; Grow Starter Packs. Use data to identify which resources are most helpful to parents of babies in the first year, determine the need for additional resources, and determine the extent to which parents are using the packs to promote development and child well-being.</p>	<p><b>3. OBJECTIVE 3:</b> Support and encourage local participation in research to help ensure effective measurement of children's well-being through the annual Kids Count Forum and other initiatives.</p>
	<p><b>4. OBJECTIVE 4 :</b> Develop an Internet presence for SBES, including creation of an SBES Web-site and selected social media pages (business Facebook page, Pinterest, Twitter, and others</p>		<p><b>4. OBJECTIVE 4:</b> Work with PNC Bank representatives to distribute readiness resources to targeted organizations that serve parents of young children 0 - 5.</p>	<p><b>4. OBJECTIVE 4:</b> Maintain strong fiscal and programmatic relationship with fiscal sponsor, Northampton County Education Foundation</p>	<p><b>4. OBJECTIVE 4:</b> Collaborate with Tidewater Community College and DSS to pilot the Virginia Quality Initiative (VQ) for child care centers and public schools on the Eastern Shore.</p>	<p><b>4. OBJECTIVE 4:</b> Provide information to assist with data driven decision making to children and family service providers, elected officials, the business community and other community decision makers at an annual Kids Count Forum</p>
					<p><b>5. OBJECTIVE 5:</b> Maintain an active SBES Executive Committee to guide planning, monitor and promote SBES activities and initiatives and assist with fund development</p>	

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