



Strategic Plan 2020-2023



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Smart Beginnings Southeast Strategic Plan 2020-2023

Building from core values that Smart Beginnings Southeast must be intentional, relevant and sustainable, the Board of Directors has adopted a strategic plan that focuses on broadening our reach and impact to communities and supporters, and fosters the use of early childhood education tools and best practices in developing healthy communities and a vibrant organization.

Mission

To assure that all children in the communities we serve receive the best quality early childhood care and education and are prepared academically, emotionally, socially, physically and mentally for kindergarten.

Vision

All children will start school ready to learn.

Overarching Strategy

Smart Beginnings Southeast is built around the premise that early childhood is the foundation for success in school and later in life. We strive to foster collaboration among diverse supporters in our community who advocate for, engage in and support school readiness. We will act as a catalyst for initiatives and programs that have an impact in communities in our region addressing community needs, identifying gaps and supporting community efforts. We will be good stewards of resources and strive to be sustainable as an organization.

To further support that strategy, Smart Beginnings Southeast has adopted three major areas of focus that form the framework for our strategic direction:

Community Capacity

We will address community needs, identify gaps and support community efforts.

Purpose Driven Advocacy and Community Awareness

We will promote access to care and awareness of early childhood issues. We will increase our visibility to reach more people and a broader group of people.

Organizational Strength

We will become sustainable by strengthening our board and, by aligning financial resources with our goals, ensure that we achieve our mission.

Core Values inform our mission and purpose and serve as guiding principles in all we do:

- We must be intentional, relevant and sustainable.
- We will strive for inclusiveness, diversity, and equitable access.
- Early childhood is a community issue.
- There should be equal access to quality child care for all.
- Early childhood is the foundation for success in school and later in life.
- Family is essential in the development of the child.
- Supports early childhood home visitation which is vital for vulnerable families.
- Health and wellbeing of a family is critical to quality of life.
- Quality childhood education matters.

**Smart Beginnings Southeast
Strategic Plan 2020-23
Summary**

To assure that all children in the communities we serve receive the best quality early childhood education and are prepared academically, emotionally, socially, physically and mentally for kindergarten.

Community Capacity

Addressing Community Needs
Identifying Gaps
Supporting Community Efforts

- Increase availability and access to quality early learning for children birth to age five.
- Increase availability and access to evidence-based or evidence-informed services for families challenged by multiple risk factors.
- Identify early the needs of children/populations with multiple or unique risks and coordinate the array of essential services needed to address multiple risks.
- Establish pathways for smooth transition of children from home to child care to preschool to elementary school. (Kindergarten Transition)
- Improve the competency of the early childhood workforce through increased access to professional development and specialized training that supports effective teaching and interactions with young children to reliably foster their physical, cognitive and social-emotional development.
- Provide support and collaboration that assists community efforts to build an early childhood system in Petersburg.

Purpose Driven Advocacy and Community Awareness

Access to Care
Awareness of Issues
Awareness of SBSE

- Build community will and support through public awareness, public engagement and advocacy.
- Improve availability of and access to evidence-based or evidence-informed programs such as home visiting, and practices to support healthy pregnancy, birth and child development.
- Improve community will and capacity to use data to guide collaborative decision-making; to set ambitious and attainable community targets; and to measure, track and report results.

Organizational Strength

Infrastructure – Staff/Human Capital
Board Development
Resource Development/Marketing-Communications

- Establish and sustain an effective structure of public-private leadership to guide SBSE mission, goals and strategic plan.
- Strengthen and expand resource development efforts to increase diversity of funding to sustain the strategic initiative and mission of SBSE.
- Build an administrative infrastructure that supports a long-term growth goals of Smart Beginnings Southeast

**Smart Beginnings Southeast
Strategic Plan 2020-2023**

To assure that all children in the communities we serve receive the best quality early childhood education and are prepared academically, emotionally, socially, physically and mentally for kindergarten.

Community Capacity

Addressing Community Needs * Identifying Gaps * Supporting Community Efforts

- Increase availability and access to quality early learning for children birth to age five.
 - Continue to work within the Central VA Quality region to promote and maintain VA Quality.
 - Continue to promote and advocate the value of VA Quality to the broader community and targeted centers.
- Increase availability and access to evidence-based or evidence-informed services for families challenged by multiple risk factors.
 - Continue to engage with the PAT program in Sussex, Emporia, Greenville
 - Support our partners in their effort to include the engagement and voice of parents in decision making.
 - Continue to support Hopewell Prince George Healthy Families home visiting program
 - Support early childhood home visitation programs of Family Lifeline.
- Identify early the needs of children/populations with multiple or unique risks and coordinate the array of essential services needed to address multiple risks.
 - Rebrand RVA Basics for Southside – Partner with Smart Beginnings RVA on regional initiative to implement an awareness program targeting parents and caregivers on developmental milestones, etc.; aim for “culture saturation”.
 - Plan and implement OBICI Early Childhood Food Insecurity Collaborative in Surry and Sussex Counties with local partners and regional experts.
 - Continue efforts in ACES and Trauma Informed Care Trainings throughout the SBSE region.
 - Continue to partner with STICN (Southside Trauma Informed Care Network) to provide coordination and training throughout the region.
- Establish pathways for smooth transition of children from home to child care to preschool to elementary school. (Kindergarten Transition)
 - Promote transition activities between childcare centers and public school systems.
 - Promote the kindergarten registration campaign to ensure that all eligible children are registered on time by providing information to families through quality child care centers and communities in the region.
- Improve the competency of the early childhood workforce through increased access to professional development and specialized training that supports effective teaching and interactions with young children to reliably foster their physical, cognitive and social-emotional development.
 - Provide professional development trainings on identified needs.
 - Provide education and support to local centers.
 - Continue local CDA program including a cohort at Westview in Petersburg.

- Promote Project Pathfinders, a VECF scholarship program, and the DSS scholarly program.
- Partner with VCU ExCell program to expand integrated professional development.
- Provide support and collaboration that assists community efforts to expand the early childhood system in Petersburg
 - Smart Beginnings SE will support the Petersburg Early Childhood Workgroup as it aligns with the Smart Beginnings mission and strategic plan.
 - Smart Beginnings SE will serve as the liaison and provide staff assistance for forward movement of the Workgroup.
 - Smart Beginnings will foster a culture of trust and systems building on its efforts in Petersburg.

Purpose Driven Advocacy and Community Awareness

Access to Care * Awareness of Issues * Awareness of SBSE

- Build community will and support through public awareness, family engagement and advocacy.
 - Utilize website throughout region to increase awareness.
 - Employ social media tactics to engage families, child care providers and the broader community.
 - Create and disseminate collateral materials promoting the value of early childhood and programs of SBSE.
 - Build public support from local elected leaders and policy makers for school readiness.
 - Identify and make use of the connections with print and electronic media to promote EC and SBSE programs.
- Improve availability of and access to evidence-based or evidence-informed programs and practices such as home visiting, to support healthy pregnancy, birth and child development.
 - Utilize ASQ3 Navigator for training, implementation and follow up.
 - Develop and implement strategies to increase the volume of screenings using ASQ-SE.
 - Assure quality training of implementers and consistent use of ASQ-SE (Social-Emotional) including at Westview and Prince George VPI.
 - Hold local community screening events including a special event to capture families and do screening.
 - Build protocol for appropriate resources and referrals.
- Improve community will and capacity to used date to guide collaborative decision-making; to set ambitious and attainable community targets; and to measure, track and report results.
 - Improve capacity to measure, track and report data.
 - Continue to partner with local agencies to share data.
 - Support online date collection of ASQ screening results.

Organizational Strength

Infrastructure – Staff/Human Capital

Board Development * Resource Development/Marketing-Communications

- Establish and sustain an effective structure of public-private leadership to guide SBSE mission, goals, and strategic plan.
 - Ensure the SBSE Board can provide active support to the mission.
 - Continue to identify and recruit individuals with the necessary and appropriate skills and representation.
 - Continue to deploy a committee structure to facilitate engagement and support the mission and goals.
 - Establish a board recruitment task force.

- Strengthen and expand resource development efforts to increase diversity of funding to sustain the strategic initiative and mission of SBSE.
 - Increase private sector fundraising capacity, individual, corporate and private foundation.
 - Increase capacity to attract support from national foundations.
 - Explore opportunities to increase government funding while sustaining current funding levels.
 - Strengthen capacity of the board to provide active support in leadership development and fundraising efforts.

- Build an administrative infrastructure that supports the long-term goals of Smart Beginnings Southeast
 - Establish a growth and expansion plan to increase organizational staff capacity including additional staff.
 - Create a path for staff development through personal and professional development opportunities.
 - Establish an equitable employee compensation and benefits program.
 - Foster an inclusive and collaborative culture that embeds core values.