



Strategic Planning Retreat Follow-up

JULY 17, 2015





Strategic Planning Retreat Follow-up Meeting
July 17th, 2015, 2:30 p.m.
ELC Board Room

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|------|-----------------------------------|-------------------------------|
| I. | Welcome & Introductions | Mara Zapata |
| II. | Strategic Planning Retreat re-cap | Mara Zapata
Michele Watson |
| III. | Status Report | Evelio Torres |
| IV. | Revise Strategic Plan | Michele Watson |
| V. | Next Steps | Michele Watson |
| VI. | Adjourn | Mara Zapata |

Mission: To promote high-quality school readiness, voluntary pre-kindergarten and after school programs, thus increasing all children's chances of achieving future educational success and becoming productive members of society. The Coalition seeks to further the physical, social, emotional and intellectual needs of Miami-Dade and Monroe County children with a priority toward the ages before birth through age 5.

Strategic Planning Committee Meeting Timeline

Preplanning Meeting	April 14, 2015
First Subcommittee Meeting	April 20, 2015
Second Subcommittee Conference call	April 27, 2015
Full Board Meeting Strategic Planning Subcommittee Update	May 4, 2015
Strategic Planning Focus Groups	May 12-16, 2015
Strategic Planning Subcommittee Conference Call	May 28th
Strategic Planning Retreat	June 1, 2015

Strategic Planning Retreat Recap

Board was provided information from the CEO on ELC accomplishments and program implementations for 2014-2015.

Information regarding board surveys and focus groups was shared with Board members.

Board members were divided into three groups:

- **Neediest & Youngest Children**
- **Educate All/ Provider**
- **Internal Capacity/ Funding**

Guiding questions were given to each group for discussion.

Each break-out group reported back their recommendations to the full Board.

Three areas of focus were identified; the Board requested the ELC to research and present information back to the board regarding cost to implement and impact.

Neediest & Youngest Children Break-out Group Recommendations

- All decisions impacting children should occur under a prism of equity.
- Develop a strategic messaging plan with the assistance of a professional group or entity.
- Repackage existing resources in an understandable and accessible format.
- Utilize texting functionality to promote ELC messaging.
- Work with partners such as “Help me Grow” tied into 211 for specific messaging.
- Ensure different formats/medias/mediums to ensure optimum reach.
- Funds used for Outreach and Awareness should be time limited and result in measurable outcomes.
- Invest in underserved communities and bring incentives to providers who open high quality settings or achieve quality designations in these communities.
- Have the CEO on the road in a more non-traditional role to interact with community leaders throughout Miami-Dade and Monroe Counties.
- Create Advisory Boards to facilitate greater community involvement and schedule various key meetings entities such as the Urban League and elected community officials.

Educate All/ Provider Break-out Group Recommendations

- Provide customer service training to all staff and have a clearly defined culture of empathy.
- Create Advisory Groups to assist with messaging to communities and consist of up front conversations and results in messaging that is culturally responsive.
- Continue to promote reimbursement rates tied to quality.
- Utilize a validated instrument as a measure of quality.
- Provide more ELC visibility through TV promotions and other media including:
 - Ensuring resources and partnerships with other public and private agencies
 - Determine how Board members can help fundraise.

Internal Capacity/ Funding Break-out Group Recommendations

- Create a Community Outreach Plan
- Define one standard of quality for every provider
- Invest more in Quality Counts
- Seek out additional funding
- Conduct a Community/ Parent Open House Tour that explains quality benchmarks and demonstrates indicators of quality to parents
- Look to secure corporate and foundation funding

Board Priorities for Research and Analysis

As part of the ELC's Strategic Planning Retreat the Board prioritized three activities that it would like the ELC to begin research further consideration by the full Board:

1. Determine a Scope of Work and request cost information related to the implementation of a comprehensive Outreach and Awareness campaign;
2. Retain an entity to provide extensive customer service training for all ELC employees; and
3. Calculate the cost to enroll every School Readiness and/or VPK provider that would like to participate in the Quality Counts program in order to provide a single measurable standard of quality that the ELC can articulate to parents when selecting a child care provider.

Strategic Planning Next Steps:

- Review new strategic plan and determine if there are any additional priorities that need to be added or deleted.
- Continue to research costs and implications of the 3 Strategic Planning Priorities identified by the Board.
- Bring Costs to the full Board for consideration and input.
- Have Board identify a path forward and the ELC create Action Plans for implementation of Board priorities.

