

# SMART START OF FORSYTH COUNTY'S STRATEGIC DIRECTION 2023-2026



## **COLLABORATE. COMMUNICATE.**

**Strengthen internal organization, diversify funding, partners and community relationships.**

### **Strategy**

Evaluate partner relationships to ensure support to all families and data collection for the advancement of early childcare.

Nurture a strong organizational culture built on core values.

Foster capable, knowledgeable, and engaged internal teams dedicated to the SSFC mission.

Strengthen diversification of funding through foundations, private donors, funders, and grant opportunities.

### **Impact**

Increased trust, transparency, and engagement of staff. Increased job satisfaction.

Stronger financial statements and reduced dependency on fluctuating funding

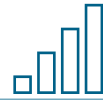
Cross-functional teams of internal talent, reducing recruitment costs.

### **Measure**

Improved engagement, trust, transparency, operational excellence, and team collaborations during survey collection.

Lower SSFC staff attrition rates resulting in a 10% reduction in recruitment costs.

Promoting internal talent through mentoring efforts while reducing recruitment costs.



## **ADVOCATE. STRENGTHEN.**

**Advocate for a strong, sustainable, and valued early childcare (ECE) workforce.**

### **Strategy**

Increase opportunities for ECE through coaching, continuing education.

Focus on positive promotion of ECE through early recruitment in primary school, apprenticeship, and during career transitions.

Ensure ECE is included in relevant community conversations about child development, school success, and economic vitality.

Increase policy level awareness and develop action plan for adequate funding for high quality childcare

### **Impact**

A prepared and credentialed talent pool and pipeline of ECE/providers.

Workforce development for ECE which will increase support for incentivizing and compensating ECE/providers

### **Measure**

SSFC will be the leader in advocacy within the State of NC for the advancement of ECE.

In partnership with community, SSFC will establish a pipeline of ECE talent for local centers and will seek funding streams to incentivize pay structures.



## **CONVENE. CONNECT.**

**Unite our partners and the community to build stronger futures for children.**

### **Strategy**

Expand relationships between partners and stakeholders across three focus areas: early education, family support, and mental health.

Influence system-level change by being the emerging early childcare resource to all partners, decision makers, and community.

Increase accessibility of high-quality childcare, programs, education preparation, and early literacy support for children from 0 to 8 years .

### **Impact**

Transparent information sharing.

Dashboards for ECE collaborators providing real-time feedback.

Sustainability focus on long term fiscal and budget planning.

### **Measure**

Promoting positive parent-child interactions and linkage to resources that promote safe, supportive home environments.

Increasing the number of children who are prepared to read entering kindergarten.

Increasing the number of children who can read to learn at the 3<sup>rd</sup> grade level.



## **EDUCATE. INFORM.**

**Increase community awareness to ensure families are informed and participate in SSFC's services.**

### **Strategy**

Strengthen SSFC community awareness by developing a digital and in-person footprint of SSFC's programs, services, and advocacy.

Expand the reach of SSFC's programs by intentional marketing campaigns, robust community conversations, frequent visibility, through business and social networking.

Redesign the SSFC website to draw focus to events, immerse users in a more engaging platform, and connect to family awareness campaigns and opportunities.

### **Impact**

Increase support delivered to families, through programs designed to decrease parental absenteeism, and positively improve family dynamics.

Greater parental involvement in SSFC focus groups, planning, and delivery of services.

### **Measure**

Improve or maintain (when strong) community level indicators related to the goal of children healthy and developmentally ready for school

Cross-functional teams creates a promotable internal talent pool, reducing recruitment costs.

CORE VALUES

**Respect** - Honor the unique experiences & needs of colleagues, partners, children & family.

**Listen to Understand** - Give others undivided attention both free of distractions and judgement.

**Be Empathic** - Understanding everyone's journey will be difference and respect their process & their path.

**Invest in Relationships** - Acquaint yourself with clients and coworkers and go the extra mile for mutual satisfaction.

**Collaborative** - Support community through authentic relationships characterized by honesty, integrity, and compassion.

**Innovative** - Value flexibility, actively seek new approaches in practice, and embrace challenges as opportunity for growth.

**Culturally Sensitive** - Value diversity, promote inclusive practice & support community and organizational empowerment.

**Clear & Transparent** - Set expectations of self and others. Share with others often to facilitate trust and organizational development.

**Accountable** - Serve as public stewards. Use best business practices, strong internal controls & accurate documentation of efforts & data.

**Take Ownership** - Of self. Accept responsibility for actions and ownership of inaccuracies. Use mishaps to learn, teach, and expand possibilities.



**MISSION**

Advance equitable educational outcomes for children and families.

**VISION**

An equitable early childhood system that fosters an environment for learning, growing, developing, and succeeding.

**SMART START OF FORSYTH COUNTY PROGRAMS & INITIATIVES**

**DOLLY PARTON'S IMAGINATION LIBRARY**

Provides a book by mail each month, at no cost, to enrolled children from birth until their 5th birthday.

**COMMUNITY CONVERSATIONS**

Engaging conversations for parents and young children to learn, share, & connect in a safe space

**EARLY EDUCATION SERVICES**

Professional development to early childhood educators in childcare centers & homes

**NC PRE-KINDERGARTEN**

Delivers high quality educational experiences to enhance school readiness for eligible 4-year-olds.

**CHILD CARE HEALTH CONSULTANT**

Promotes healthy & safe environments in childcare settings through targeted & comprehensive consultation.

**TRANSFORMATIONAL CHILDCARE INITIATIVE**

Increases access to high quality infant toddler care, enhancing the workforce of educators' skills & knowledge.

**AMERICAN RESCUE PLAN ACT – PRE-K INITIATIVE**

ARPA funds committed to improving the number of affordable, high-quality Pre-K programs to four-year-olds.

**COMMUNITY OUTREACH & AWARENESS**

Educates the community about SSFC services and supports for young children and their families.

**CHILD CARE SUBSIDY**

Assists families below 85% of the state median income with the cost of childcare.

**PROGRAM COORDINATION**

Coordinates, intervention models & best practices to improve quality ratings of family childcare homes & center-based childcare

**EVALUATION**

Coordinates, and monitors SSFC programs & services to ensure accountability and model fidelity.

**R.O.O.T.S**

Focuses on Reversing Outcomes of Traumatic Situations. Funded by the Kate B. Reynolds Charitable Trust.