

Strategic Plan



Big Question:

How do we fully leverage and maximize CCR's expertise to influence quality early learning services that meet the needs of all children statewide?

1. Influence decision makers and advocate for state and local policies that result in high quality care for all children.

1. Develop and take action with early learning advocacy partners (CCA of WA and Early Learning Action Alliance) to ensure the long-term viability of Early Achievers is maintained.
2. Develop relationships that result in CCR being a key partner in new early learning initiatives and systems development.
3. Build and maintain a presence and voice for licensed child care around policy making and advocacy.

2. Develop and implement bold, integrated service delivery options to meet our community's changing needs.

1. Identify the top 2-3 evolutionary movements within early learning in Washington State that CCR needs to be deeply invested in as the expert voice of community child care. Explore ways that leverage influence and bring CCR's unique voice to the dialogue.
2. Identify and take action on systems and operational strategies to ensure that quality, community child care is maintained in the face of a significantly changing landscape.
3. Develop creative, big-thinking early learning models of impact to pilot when funding is available/or to present to potential funders, using a sustainability lens.
4. Isolate 2-3 critical areas where more coordinated Provider and Family Services would result in greater impact on meeting our mission.

3. Build a funding business strategy and infrastructure plan that ensures CCR thrives into the future.

1. Develop and implement effective fundraising opportunities and strategies.
2. Develop and implement a framework that defines our commitment to undoing institutional racism and how it relates to completing our day to day work.
3. Build, maintain, utilize, and institutionalize the Data Management System/DMS and Tableau as reporting tools to tell our mission story better.
4. Use the DMS to increase staff's understanding of their usage in order to increase their ability to bring critical evidence to key early learning conversations.
5. Develop and implement a broad internal and external communication strategy to increase the effectiveness of communicating our mission and impact.

4. Expand CCR's Leadership role in the evolution of Washington State's early learning system.

1. Utilize the Innovation & Opportunity Fund, Board Designations and operating reserves as vehicles to address emerging issues and project ideas.
2. Explore new opportunities as they offer strategic expansion of CCR's expertise and develop new areas of focus which furthers our mission.