

Foundation

Our Mission

Partnering with families and educators to advance quality child care and education.

Our Core Values

Every Interaction Matters - **RELATIONSHIPS**
Committed to expanding and sharing **KNOWLEDGE**
INNOVATIVE in serving our community
INTEGRITY in our daily interactions
TRUST earned with every action

Our Vision

The CCRC's vision is to be the community leader in transforming early care and learning in North Central Ohio ensuring every child has a high quality learning experience and enters kindergarten ready to learn.

Competitive Advantages

What we do best

1. Relationships matter
2. Solutions oriented staff
3. First in fearless innovation

Organization-Wide Strategies

How we will get there

- Strong leadership
- Focused goal setting for all levels
- RELATIONSHIPS
- INNOVATION

Strategic Objectives and Organization Goals

Invest in infrastructure to increase quality, efficiency, and impact in the 5 counties we serve

Revenue Growth: Grow our revenue by 25% each year

- Grow revenue through board financial leadership, community engagement and program innovation
- Nurture existing and new business opportunities to promote growth and sustainability

Fundraising efforts increase each year by 30%

- Advance fund development plan - review and update annually

Creating self-sustaining programs

- Enhance research and development

Proactively plan for, manage, and resource growth

- Invest in agency growth and development
- Maintain and improve on personnel structure
- Leverage data to demonstrate our impact and return on investment

Communicate to the clients we serve with clarity and conviction while enhancing our reputation

CCRC Services: To be the professional partner of choice

- Community partnerships, areas of growth, impact areas

Create and Clarify Key Messages

- Create strong key message tied to the CCRC brand
- Better align CCRC's brand and name with our mission and programs.

Innovation strategies created to differentiate the CCRC in the early childhood marketplace

Develop innovative shared service annually to meet the needs of regional child care businesses that will increase CCRC profits by 5% annually

- Seek shared services strategies to build client capacity and share costs
- Substitute Service
 - Curriculum/assessment
 - Family Child Care Network

Create internal capacity to grow and manage new shared service programs

- Grow staff knowledge and investment into shared business services

Increase uses of technology to improve/increase professional development, parent engagement, CACFP and fundraising impact.

- Webinar, Learning Management System, technology platforms, video referrals, virtual sign-ups

Build on local relationships that extend our service capacity and expand opportunities for families and communities.

Engage the K-6 grade education spectrum around education transitions

- Expand parent cafes to meet needs
- Partner with local colleges to meet parental needs
- Partner with community organizations and businesses to expand services and impact neighborhoods

Ensure parental choice by recruiting quality child care businesses to impact child care deserts

- Increase access to quality child care in areas where none exist
- Recruit child care professionals to provide quality child care in areas of need.

Shape technical assistance services

- Technical assistance is an integrated part of a growing customer service model
- Innovate technical assistance services
- Integration into high-need communities

Key Performance Indicators

How we measure success

Measures:	Target:
# of programs highly rated	50%
Agency revenue growth	25%
# of parents impacted	500
Number of claims increase/maintain for CACFP:	
Family Child Care	100
Center	50
Increase Training Revenue	25%
Increase Conference Revenue	25%
Fundraising increase	15%
# of contracted business services	10
% Eligible programs rated	100%

How will we look different?

What our Organization will look like

The CCRC will be the preferred community partner of choice.

Implementation

How we transform strategy into habit

- Present agency information to board using Strategic Plan
- Hold ourselves accountable
- Put in place an incentive compensation plan
- Coach for achievement
- Empower CCRC staff
- Hold effective strategy meetings monthly
- Review and Update Strategic Plan Annually