

KAEYC
Strategic Plan 2011-2014

Program Area: Member Development

OUTCOME	Membership numbers will increase through new recruitment and retention strategies
INDICATOR	The percent increase in members.

	2011-2012	2012-2013	2013-2014
TARGET	Retention rate of membership will increase 2 %	Retention rate of membership will increase 2%	Retention rate of membership will increase 2 %
GOAL	All members will be aware of new membership benefits and KAEYC activities	All members will be aware of new membership benefits and KAEYC activities	All members will be aware of new membership benefits and KAEYC activities
OBJECTIVE	A Members only page on KAEYC website with discussion board, Swap Shop, and links to NAEYC Special Events (Author talks, Upcoming Conference information)	Per evaluation of usage, trends and technology, we will revise our objectives	Per evaluation of usage, trends, and technology, we will revise our objectives.
	Give away one 1-year membership to expired members who are willing to renew on the day of the conference via drawing.	Increase Diversity in membership through target recruitment to underserved areas and professions.	
	Outreach to KAEYC Facebook members to announce member benefits available on our KAEYC website. Using membership data, send out monthly email reminders to membership that is expiring during that month.		

KAEYC
Strategic Plan 2011-2014

Program Area: Programs and Services

OUTCOME	KAEYC Programs and Services are available statewide
INDICATOR	The professionals utilizing the services will increase

	2011-2012	2012-2013	2013-2014
TARGET	KAEYC will offer 3 professional development opportunities	KAEYC will offer 3 professional development opportunities	KAEYC will offer 3 professional development opportunities
Goal	Director Credential recipient will increase by 1	Director Credential recipient will increase by 2	Director Credential recipient will increase by 2
	Participant satisfaction at the conference will increase	Participant satisfaction at the conference will increase	Participant satisfaction at the conference will increase
	Programs will receive support for accreditation	Programs will receive support for accreditation	Programs will receive support for accreditation
Objective	Provide mentors for perspective applicants and support to applicants whose applications were not approved	Provide mentors for perspective applicants and support to applicants whose applications were not approved	Provide mentors for perspective applicants and support to applicants whose applications were not approved
	Individualized participation needs by offering tracks	Individualized participation needs by offering tracks and add an accreditation track	Individualized participation needs by offering tracks and add a leadership day
	Develop financial assistance for annual conference	Award two scholarships for annual conference	Award three scholarships for annual conference
	Develop program to offer accreditation mini grants	Provide the accreditation mini grant to two programs	Provide the accreditation mini grant to three programs

KAEYC
Strategic Plan 2011-2014

Program Area: Public Relations

OUTCOME	The public will be aware of KAEYC's role in the support of Early Childhood care and education in Kansas
INDICATOR	Board members represent KAEYC at State level

	2011-2012	2012-2013	2013-2014
TARGET			
GOAL	Expand visibility of KAEYC and its role and mission	KAEYC will contribute to state-wide knowledge of Early Childhood needs, issues, and solutions.	KAEYC will use strategic targets to increase public awareness.
OBJECTIVE	Develop a ready stock of Early Childhood articles to post for providers	KAEYC will have presence at regional community activities	KAEYC will regularly use letters to the editors, PSA, photo opportunities to share stories.
	Establish contacts with home providers, non-degreed caregivers, rural providers, and public school teachers.		KAEYC will organize a state-wide focus of at least one activity to celebrate <u>Week of the Young Child</u> .
	KAEYC will develop branding for various components of the organization to expand awareness.		

Strategic Plan 2011-2014

Program Area: Technology

OUTCOME	KAEYC members will be informed of issues pertaining to early learning, connected within the Early Childhood community, and engaged in professional dialogue.
INDICATOR	An increased number of members will indicate they feel connected through KAEYC.

	2011-2012	2012-2013	2013-2014
TARGET	20% of all members surveyed will indicate 2 or more direct contacts during the past year.	30% of all members surveyed will indicate 2 or more direct contacts during the past year.	40% of all members surveyed will indicate 2 or more direct contacts during the past year
GOAL			
OBJECTIVE	Use Twitter account and regular tweets to disseminate announcements, advocacy, networking, and questions. KAEYC board will pinpoint a Board member to volunteer to post tweets.		
	Obtain Survey Monkey to survey the membership on programs and services, point of communication.		
	Secure budget line item for Survey Monkey	Maintain budget line item for Survey Monkey	Maintain budget line item for Survey Monkey.

Strategic Plan 2011-2014

Program Area: Communication

OUTCOME	The public will be aware of KAEYC's role in the support of Early Childhood care and education in Kansas
INDICATOR	Board members represent KAEYC at State level

	2011-2012	2012-2013	2013-2014
TARGET			
GOAL	Expand visibility of KAEYC and its role and mission	KAEYC will contribute to state-wide knowledge of Early Childhood needs, issues, and solutions.	KAEYC will use strategic targets to increase public awareness.
OBJECTIVE	Develop a ready stock of Early Childhood articles to post for providers	KAEYC will have presence at regional community activities	KAEYC will regularly use letters to the editors, PSA, photo opportunities to share stories.
	Establish contacts with home providers, non-degreed caregivers, rural providers, and public school teachers.		KAEYC will organize a state-wide focus of at least one activity to celebrate <u>Week of the Young Child</u> .
	KAEYC will develop branding for various components of the organization to expand awareness.		

KAEYC
Strategic Plan 2011-2014

Program Area: Leadership

OUTCOME	Influence members to serve in leadership positions
INDICATOR	An increased number of new members involved in leadership roles

	2011-2012	2012-2013	2013-2014
TARGET	Increase leadership training opportunities	Recognize 3 leaders each year	Double slate will appear on ballot for at- large
GOAL	Develop new leaders	Develop new leaders	Develop new leaders
OBJECTIVE	Create a leadership track at the annual professional development event	Recognize leaders through website, newsletter, professional development event	Each governing board member will recruit one KAEYC member to submit a board application
	Provide more focused training on how to be a leader in early childhood profession. Target audience – students.	Promote/recruit potential students to run for member-at-large position.	Have at least one student at-large position.

KAEYC
Strategic Plan 2011-2014

Program Area: Advocacy/Public Policy

OUTCOME	KAEYC will improve member awareness of policy issues regarding young children and their families
INDICATOR	The number of contacts from KAEYC to members will increase

	2011-2012	2012-2013	2013-2014
TARGET	Complete objectives and increase advocacy actions by 10%	Complete objectives and increase advocacy actions by 10%	Complete objectives and increase advocacy actions by 10%
GOAL	Educate members: "What is Advocacy?"	Move members to action – become an advocate	Educate members: "Advocates create more advocates"
OBJECTIVE	e-mail blasts	Training on grassroots advocacy at conference	Hold KAEYC group membership advocacy events – at state, affiliate or chapter level
	Social media	Pins or ribbons at conference – "Become an advocate for young children"	Continue with year one and two objectives
	newsletter		
	Short "PSA's" to members: What Can I Do, What does it mean to me?, Why is it important to me?	Continue with year one objectives for new members and new advocates	
	Links to KAC, NACCRRRA, Annie E Casey, NAEYC, Children's Defense Fund, etc.		
	Advocate for level funding	Advocate for level funding	Advocate for level funding

