

# Strategic Direction

2015-2020



# Executive Summary

11-16-15

## Mission, Vision and Values

The Children's Center's mission is to:

- ❖ provide a high quality, Christian, early childhood program that optimizes children's growth and development
- ❖ support and nurture families and staff in their care giving role
- ❖ model best practices for the field of early childhood education
- ❖ demonstrate Christian faith by actions

The Center's vision is that:

- ❖ children will grow to be vibrant, healthy and compassionate adults
- ❖ all children and families have access to safe, high quality and developmentally appropriate programs
- ❖ we attract and retain the most highly qualified and professional staff
- ❖ we are recognized as the Center of choice for early childhood programs

The Children's Center will:

- ❖ treat all persons with respect, dignity, compassion, grace, integrity, honesty and humanity
- ❖ build open and honest relationships through communication
- ❖ build positive team and family spirit
- ❖ be positive and passionate about the importance of quality care
- ❖ work together with the Church and community, focusing resources toward improving outcomes for children and families
- ❖ be adventurous, creative and open-minded in embracing and driving change that is in the best interest of children and families
- ❖ be life-time learners, in continuous pursuit of personal and professional growth
- ❖ advocate for the needs of children and families

excellence • innovation • reflection • collaboration

## Strategic Priority-Growth

Goal: The Children's Center physical space is equipped for a variety of programs and events.

### Desired Results:

- Welcoming Entrance with office
- Teacher Lounge
- 1<sup>st</sup> Floor Expressive Arts Studio
- Parent Room (breastfeeding, etc.)

### Measures and Benchmarks

- Blueprints developed
- Space in use

### Strategies and Action Steps

- Talk to FBC
- Get approval from church
- Fundraising

### Barriers

- Limited space
- Historical landmark designation
- Money

## Strategic Priority-Professionalism

Goal: The Children's Center employs well compensated and highly educated staff.

### Desired Results:

- Highly qualified staff
- Highly compensated staff
- Prepared for impact of federal/state minimum wage increase

### Measures and Benchmarks

- Wages are commensurate with degrees
- More staff have degrees

### Strategies and Action Steps

- Advocate through NAEYC and locally
- Create a planning committee
- Tuition increase

### Barriers

- Parents can't afford higher tuition
- Legislation
- Money

## Strategic Priority-Nature

Goal: Children spend time in natural settings and in a healthy environment.

### Desired Result

- Cultivate our own garden for growing food and flowers
- Shade outside the Pooh Bear room and the playground
- Nature classroom
- Butterfly garden
- Eco-healthy certification/Go Green rating scale

### Measures and Benchmarks

- The Children's Center is ECO-Healthy Certified
- An outdoor classroom is established
- Garden is planted

### Strategies and Action Steps

- Determine locations and dimensions
- Create management plan for upkeep
- Find a landscape designer
- Research-order books from Nature Explore
- Build will for eco-healthy practices church wide

### Barriers

- FBC
- Historical landmark designation
- No companies to compost kitchen waste

## Strategic Priority-Inclusivity

Goal: Children with special needs are cared for by skilled staff.

### Desired Results

- Special needs resource teacher
- Special needs training for all staff
- Safe space designed for needs

### Measures and Benchmarks

- Teachers are confident to care for a variety of children with special needs
- Teacher with special needs certification on staff
- Space and equipment available

### Strategies and Action Steps

- Create job description
- Hire/re-assign staff

### Barriers

- Lack of motivation
- Space
- Funds
- Collaboration from FBC

## Stakeholders

### (Who can help us?)

Several groups have vested interest in the continued success of The Children's Center.

**Parents-**The parents want the highest quality care for their children and seek innovative programs. Several parents are architects and at least two are involved in fundraising.

**Staff-**The staff of the center are enthusiastic about creating a center/program that is unique and that offers career opportunity.

**FBC-**The Children's Center supports the church and shares expenses, which helps the church budget. The reputation of the church is enhanced by the center.

**Community-**The Heights community is involved and passionate about environmental issues.

**Revolutionary ideas are born every minute. Creativity is having  
the courage to put that idea into action.**

~the project whiteboard team