

Brantford Brant Best Start Network Strategic Plan

STRATEGIC PRIORITY #1

Meaningful connections with parents and parent engagement

Goals	Performance Indicators	Time Frame	Lead
1.1 Increase communication with parents on the services that are available and those that are required	1.1A Complete a needs assessment at the Best Start Parent Fair 1.1B Increase the distribution of promotional materials by x% 1.1C Enhance current communication methods (print media, speaking at events, website, different languages, etc.) by x%	April 2013	Committees and Task Forces
1.2 Build on existing community events for families	1.2A Increase the number of booths at the Best Start Parent Fair by x% 1.2B Take the Best Start booth to two additional community events each year (e.g. Paris Fair, soccer registration)		Committees
1.3 Increase parent involvement on Committees so that they too are decision makers	1.3A Recruit two parent representatives for the Network and/or a Committee within one year		NEW
1.4 Increase the sharing of personal stories and make use of parent 'champions'	1.4A Provide opportunities for families to give testimonials (e.g. have sheets to complete at hubs)		
1.5 Educate service providers on the importance of first impressions	1.5A Once a year, provide education to the Network on how to engage families		NEW

STRATEGIC PRIORITY #2

Community planning and partnerships

Goals	Performance Indicators	Time Frame	Lead
2.1 Review and strengthen current partnerships and community relationships	2.1A Expand the membership of the Network by five members over three years (involves expanding the membership criteria)		Network
2.2 Identify new partnership opportunities	2.2A Identify five new associations that Best Start can reach out to to promote its services (e.g. Shelard neighbourhood)		Service Integration Committee
2.3 Ensure that the Francophone, Aboriginal and multicultural communities are priorities in community planning	2.3A Increase consistent active participation from Francophone and Aboriginal communities 2.3B Increase the knowledge of front-line staff from agencies mandated to work with immigrants about Best Start and early learning & child care supports (and invite them to the Network to advise members of their needs)		Francophone Committee & Aboriginal Committee
2.4 Enhance the engagement strategy in individual neighbourhoods	2.4A Identify five new associations that Best Start can reach out to to promote its services (e.g. Shelard neighbourhood)		
2.5 Enhance the transitioning between service providers	2.5A To be determined		

STRATEGIC PRIORITY #3

Sustaining licensed child care

Goals	Performance Indicators	Time Frame	Lead
3.1 Establish a Child Care Advisory Committee (CCAC)	3.1A Invite all child care operators and supporting services (decision makers) 3.1B Re-establish Terms of Reference		Network OEYC/CMSM/ CCAC
3.2 Create more licensed child care options	3.2A Create an inventory of current licensed spaces and hours of service 3.2B Increase the availability of 24 hour 7 days a week licensed child care by 5% over three years 3.2C Increase the number of licensed infant, toddler, preschool and school age spaces by 5% over three years	Dec 2012 June 2015 June 2015	CCAC CCAC/CMSM CCAC/CMSM
3.3 Enhance the recruitment and retention of child care staff	3.3A Conduct an annual Job/Education Fair 3.3B Conduct a 2012/2013 salary survey 3.3C Distribute Pathways brochure to all local high schools 3.3D Use eycbrant.ca as a promotional site for recruitment and retention	Refer to Recruitment and Retention Committee's goals	Recruitment and Retention Committee
3.4 Promote family-friendly work place policies	3.4A Invite large employers to community forum (family friendly environments, child care considerations, flexibility for family needs) 3.4B Survey employees of large employers on current child care system and needs/gaps 3.4C Develop promotional materials and an advertising campaign	June 2013 June 2013 Dec 2012 and June 2013	Network CCAC Magazine Task Force

Goals	Performance Indicators	Time Frame	Lead
3.5 Educate the community on the available services with an emphasis on the quality of licensed child care	3.5A Develop promotional materials and an advertising campaign 3.5B Increase the utilization of licensed child care by 10% over three years	Dec 2012 and June 2013	Magazine Task Force Magazine Task Force and CCAC
3.6 Access funding to transition the child care system, sustain programs and plan for the future	3.6A Develop a plan (with the assistance of a Consultant) and propose to the Network for the use of planning or other available dollars to transition child care over the next three years	Jan 2013	CCAC

STRATEGIC PRIORITY #4

Strengthening the capacity of the Network

Goals	Performance Indicators	Time Frame	Lead
4.1 Review and revise, as necessary, the Network's Terms of Reference	4.1A Conduct the Terms of Reference review	Fall 2012	Ad hoc group
4.2 Review the membership so that it is aligned with the mission and vision	4.2A Conduct the membership review 4.2B Promote opportunities for volunteers on Network and Committees	Dec 2012	Ad hoc group
4.3 Engage in succession planning	4.3A Create an Orientation Manual for Network members 4.3B Existing Chairs of each Committee and Subcommittee to coach and mentor new Chairs		
4.4 Review the Network's structure	4.4A Conduct a review of the Terms of Reference of each Committee to clarify purpose and identify gaps		Each Committee
4.5 Undertake a collaborative review of the Network's operations	4.5A Survey members to get information on how each Committee is operating, successes, experiences, etc.		