

## CHSA Strategic Plan Initiatives for 2015-16 Progress Update: 4/5/16

**Indicators:**

Green = Completed	Yellow = Progress, but not Completed	Blue = Stalled or Deferred
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**Goals: By 6/30/16...      Qtr 1: Jul – Sept 2015      Qtr 2: Oct – Dec 2015      Qtr 3: Jan-Mar 2016      Qtr 4: Apr – Jun 2016**

### Strategic Direction 1: Identifying & Acting on Legislative & Regulatory Priorities

<p><i>Strengthen alignment of regulations/policies impacting CA Early Childhood programs</i></p> <ul style="list-style-type: none"> <li>• Continued work on AB762 (passing work on regulations)</li> <li>• CCL &amp; CA HS Collab. Office support</li> <li>• Expand members of workgroups (e.g. CBO, School Districts, CCDAA, R&amp;R, First 5, CDE, etc.)</li> </ul>	<p>Advocate for passage of AB 762 (RM, DS, WM)</p> <p>Participate in AB50 workgroup (Stacey S, RM)</p> <p>Recruit HS rep to serve on CSEFEL (Bd)</p> <p>Participate &amp; report on stakeholder group mtgs (Bd)</p>	<p>Publicize outcome of AB 762 (RM)</p> <p>Convene quarterly CCL workgroups (Stephanie, Bd/RM)</p> <p>Review CHSA Bd liaisons &amp; expand to stakeholders groups (Bd)</p> <p>Participate &amp; report on stakeholder mtgs (Bd reps)</p>	<p>Introduced AB 1897 to create birth to school age license option (RM, DS, WM)</p> <p>Convene quarterly CCL workgroups (Stephanie; Bd/RM)</p> <p>Participate &amp; report on stakeholder group mtgs (Bd)</p>	<p>Testify and advocate on behalf of AB 1897 (Woods, RM, DS, WM, etc.)</p> <p>Convene quarterly CCL workgroups (Stephanie; Bd/RM)</p> <p>Participate &amp; report on stakeholder group mtgs (Bd)</p>
<p><i>Create and implement workgroup to develop CA perspective - position papers that include EHS/HS directors and are responsive to Federal initiative, policies, e.g. Reauthorization, Block granting, DRS, Income Eligibility, Teacher qualifications and salaries, Capital imprvmts such as Facilities and Bus replacement, Sequestration</i></p>	<p>CHSA Board Task Force on proposed Performance Standards developed 10 page analysis and submitted comments to OHS.</p>	<p>Formally raised issue with OHS on CDA equivalency, and created workgroup to crosswalk with State Permit. (RM &amp; Exec)</p> <p>Raised income eligibility issue with Region 9. (RM and Exec)</p>	<p>Produced alignment document for Title 5, Title 22 and HS Performance Standards (CCL Workgrp)</p> <p>Solicited input and submitted comments on Governor's Block Granting proposal. (Exec, RM)</p>	<p>Advocate on state leg. of interest, including state budget, earlier State PreK age, DRDP waiver, and electronic sign in. (Exec, RM)</p>
<p><i>DC Advocacy Visits</i></p>	<p>Organize Capitol Hill visits for CA in D.C. at NHSA Leadership Inst. (RM, DC and NS)</p>	<p>Ongoing relationship w Congressional staff (RM)</p>	<p>Organize Capitol Hill visits for CA in D.C. at NHSA Leadership Inst. (RM &amp; Wendi M.)</p>	<p>Ongoing relationship with Congressional staff (RM)</p>
<p><i>Produce statewide Outcomes reports with CCR Analytics (RM)</i></p>			<p>Plan and edit dual bulletin for child and family outcomes (RM, bd members, CCR)</p>	<p>Report to be published in July for policy makers and early ed stakeholders (RM, CCR, staff)</p>

## Strategic Direction 2: Building Strong Relationships with ECE & K-12 Systems

<p><i>Work with CA HS Collab Office to plan &amp; coordinate 2017 Transition Summit</i></p> <ul style="list-style-type: none"> <li><i>Planning Task Force to review K-12 &amp; Common Core connection to HS/EHS world</i></li> </ul>	<p>Drafted concept paper with scope and timeline, and began circulating to stakeholders for feedback. (Stephanie, CH &amp; LS &amp; RM)</p>	<p>Confirm \$ funding for Transition Summit, reaching out to stakeholders (Steph M &amp; RM) - CANCELLED, BY DECISION OF EXECUTIVE COMMITTEE.</p>	<p>Conducted online survey of members regarding school readiness tools (RM)</p>	
<p>Reduce competition and increase cooperation to maximize the use of funding and resources...ID 2-3 K-12/ECE champions to recruit &amp; serve on CHSA Board</p> <ul style="list-style-type: none"> <li><i>Create Task Force to review process, purpose &amp; recruit</i></li> <li><i>Review roles &amp; responsibilities, Bylaws; implications for Board work</i></li> </ul>	<p>Conducted member survey regarding TK enrollment practices and impact on HS programs.</p>	<p>Board meeting held with CDE on TK enrollment issue. Press release distributed on TK enrollment issue.</p> <p>Co-Sponsoring California Home Visiting Summit (RM, Myers, Scarborough).</p> <p>By-laws task force formed (Board)</p>	<p>Planning Committee meetings for CA Home Visiting Summit (Scarborough)</p>	<p>Market and promote CA Home Visiting Summit (RM, CH, PC).</p> <p>Explore possible presentation to K-12 leaders re: enrollment and MOU issues, via CA State Assn of Superintendents (RM)</p>

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### Strategic Direction 3: Increasing Marketing & Fundraising Capacity

<p><i>Build Marketing Capacity to increase community awareness</i></p> <ol style="list-style-type: none"> <li><i>1. Outreach to NHSA for marketing campaign materials</i></li> <li><i>2. Identify Pilot Group for local enrollment marketing campaign</i></li> </ol> <p><i>(Driven by board volunteers)</i></p>	<p>Identify board member interest to serve on marketing work group (Co-Chairs: Denise Lee and Cyndie Allen)</p>	<p>Board's Marketing interest group meets and plans joint activities to promote enrollment. (Lee &amp; Allen)</p>	<p>Board's Marketing interest group meets and plans joint activities to promote enrollment. (Lee &amp; Allen)</p>	<p>Board's Marketing interest group meets and plans joint activities to promote enrollment. (Lee &amp; Allen)</p>
<p><i>Build fundraising capacity to increase revenues. Determine if \$ 1M annual budget is still appropriate</i></p>	<p>Convene board committee to review dues structure (Board and RM)</p>	<p>Develop options for consideration by full board (Bd comm, RM)</p>	<p>Refine and present dues structure options to board for feedback (RM, Denise Lee).</p>	<p>Final decision by board on membership dues – April (Bd comm., RM). Research online membership payment system (PC, SC)</p>
<p><i>Support local parents with \$2/child tool kit at 2016 Parent conference, target event by 6/16. (Driven by board volunteers)</i></p>	<p>Identify board member interest to serve on \$2/Child Committee. (no board volunteers)</p>	<p>Board Committee did not meet to plan event for June. (no board volunteers)</p>	<p>No statewide event planned.</p>	<p>Support R9HSA outreach encouraging Dollar per Child activities (RM, PC)</p>
<p><i>Workers Comp Self-Insurance Group (SIG)</i></p>	<p>Offer training track at CHSA July Conf. on Risk Mgt - (RM &amp; Joe B)</p> <p>SIG Core Group meeting (RM)</p>	<p>Local presentations on SIG (Bill, Joe, and RM)</p> <p>SIG Core Group mtg (RM)</p> <p>Exploring alternative vehicles (Bill, Joe, RM)</p>	<p>Explore cell option for workers comp within NonProfits United program (Bill D.)</p> <p>Explore umbrella for addl Head Start insurance products. (Bill D.)</p>	<p>Report on feasibility of insurance products under separate umbrella (Bill).</p>
<p><i>Wage Survey</i></p>	<p>Complete editing process for 2015 wage survey (RM, Kevin Whorton)</p>	<p>Publish 2015 wage survey, broadcast to HR directors, et al (RM &amp; SC &amp; NS)</p>	<p>Review 2015 wage survey and make revisions (RM)</p>	<p>Plan for 2016 wage survey to be held in the fall (RM).</p>

Ongoing administrative/operational tasks:

- Membership invoicing and database updates
- Invoicing, Financial accounting, annual audit, etc.
- PIR data analysis

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#### 4: Providing Professional Development, Including Org Capacity Building & Use of Technology

<i>Build local programs' capacity for using data:</i> - Explore Cluster level learning community model w T/TA - Survey member needs and interest - Explore potential funding	Research best practice (RM) Review training needs around data and identify potential pilot model (RM) Pursue access to DRDP psychometric data (RM)	Convene Board's Data Advisory Group to identify next steps (Rand, Peralez, Gonzales, Kaplan, T/TA, RM).	Plan training strand at Mgr & Dir. Institute on CQI and Data Governance (RM, Adv. Grp).	Confirm details & promote training strand at CHSA's Manager & Director Institute (RM, Adv. Grp).
<i>CHSA assess training and support need for CHS-CCPs (e.g. a community of practice for grantees, webinars, etc.) TTA &amp; EHS-CCP (RM, TTA)</i>	Host focus group of EHS-CCP grantees at July conf, to identify needs (RM, LS, CH)	Launch listserv for EHS-CCP grantee directors (RM)	Convene grantee directors at CHSA Education Conf. (RM, LS).	Convene grantee directors at CHSA's Policy & Leadership Conf. (RM, LS).
<i>Early Math Family Engagement Initiative</i>	July - Planning mtg (Laura, Norah, CH) Hiring Master Trainers (LS & RM) 2 Pilots in L.A. & Bay Area (LS & NS & CH) Build Registration (LS & PC)	Train Master Trainers –Bay Area Peninsula (LS & NS) Refine training model based on pilot feedback (LS & NS) Participant Training logistics – Registration, Materials, etc. (NS & LS)	7 or more Cluster Early Math trainings (LS & NS) Debrief with trainers (LS) Collect baseline data (LS)	Master Trainers follow up with agencies  Track outcomes –ongoing (LS) Support coaching efforts (LS)
<i>Family Development Credential (FDC) Program</i>	Conduct Updates for FDC facilitator Recertifications (JB & NS) Develop recertification policies (JB & RM) Plan workshops at NHSA and Fatherhood conferences (JB)	Update recertification (JB)  Mentor coaching (JB)  Cluster Five - 90 Hr course, Oct to June(JB)	Mentor Coaching (JB)  Schedule addl trainings (JB).  Plan outreach to CAP programs (JB & RM)	Mentor Coaching (JB) Hold Training for Trainers (JB) Develop presentation for CAPs at CACAPA conference (JB)
<i>Plan, organize and host CHSA's Annual Education Conference</i>	Organize planning comm. and begin securing content (CH)	Convene Program Comm, finalize program, manage registration (all staff)	Host event (all staff)	Review sites and negotiate contract thru 2018, start planning for 2017 (CH)
<i>Support NHSA's Annual Parent Conference in San Diego</i>	Partner on marketing. (CH) Develop pre-conf. training institute on early math (LS)	Support and participate in NHSA's annual Parent Conf. (RM, CH, NS). Completed.		
<i>Plan, organize and host CHSA's Health Institute</i>	Finalize event venue (CH)	Convene planning team and begin securing content. (CH, planning committee)	Finalize program and open registration (all staff)	Hold event (all staff). Conduct event. (CH, committee)
<i>Plan, organize and host CHSA Policy &amp; Leadership Conference</i>	Host 2015 P&L Conference, evaluate (all staff)	Begin identifying content (CH, RM)	Plan and secure content for 2016 event (CH, RM)	Manage registration and prepare materials (all staff)