

Great Start Strategic Plan and Action Agenda for 2011-2013

**Goal: By 2013, the availability of free preschool for children ages three and four will increase.**

Objective	Action	Person Responsible	Time Frame	Status
Identify agency responsible for facilitating scholarship funding.	Contact Northwest Michigan Community Action Agency	Jill, Sommer, Marcia	Feb.	Complete
Form a scholarship committee.	Contact interested people. Multi-agency-Phyliss Hess, Nina Wagar Kolleen Homuth	Great Start Committe	April	
Establish scholarship criteria	<p>Review Collaborative Preschools of Northwest Michigan joint application to be used as a guide to determine eligibility</p> <p>Create a letter of understanding/contract to be signed by parent (ie: attendance, payment, physicals, consideration for parent choice )</p> <p>Create release of information for parent to sign so we may collaborate with preschools to share information</p> <p>Secure agreement with Health Dept. to provide physicals for 3-4 year old preschoolers receiving scholarships</p>	Phyliss and Marcia	July 2011	
Identify several high quality early childhood programs in each community.	<p>Contact local preschools to determine availability per community</p> <p>Complete the ECERS (high quality will be determined by a &gt;&gt;&gt;rating)</p> <p>Set up an agreement/partnership that includes a sliding fee scale, data collection (attendance), letter of understanding</p>	<p>Multiple</p> <p>Susan Chowen</p> <p>Great Start Committee</p>	Aug.	
Create brochure that outlines preschools/partnerships that provide the scholarship opportunity	<p>Contact Crissy Napont to create brochure</p> <p>Formulate distribution plan: Joint recruitment, wait list families, school district newsletters, preschool partners</p>	<p>Jill</p> <p>Jill, Marcia, Phyliss</p>	Sept.	

**Goal: Families with young children 0-5 can access programs and services in Charlevoix, Emmet and northern Antrim counties via safe and reliable transportation.**

<b>Objective</b>	<b>Action</b>	<b>Person Responsible</b>	<b>Time Frame</b>	<b>Status</b>
To increase access to needed services and programs for children and families 0-5 – such as health and medical appointment and quality child care programming.	Partner with the current Human Service Coordinating Body's FEET committee working on public transportation.	Shirley Gillespie – DHS/GSC Co-chair		
	Research safe public transportation laws for young children.	Great Start Committee	2011	
	Research alternative transportation options (bike, walking trails and paths, carpooling, etc.).	Great Start Committee	2011	
	Create a survey for DHS, Preschool recruitment and WIC appointments that are missed due to transportation to assess a need and create a baseline for measurement.	Great Start Committee	May 2011	
<b>Goal: To promote social-emotional health for children 0-5 and their families through increased family support, prevention and interventions.</b>				
<b>Objective</b>	<b>Action</b>	<b>Person Responsible</b>	<b>Time Frame</b>	<b>Status</b>
To increase access to behavioral health services and family support for families of children 0-5 in Charlevoix, Emmet and northern Antrim counties by 6/2012.	Strategy: Support the goals and objectives of the Early Childhood Mental Health Initiative for Charlevoix and Emmet Counties. Tactic: Great Start Director will participate with the Investor's Steering Group on on-going development. Tactic: Great Start Parent Liaison will participate with Family Voices Design Team on on-going development. Tactic: Great Start Parent Liaison will participate with Family Voices Design Team on on-going development.			
	Strategy #2: Tie-in existing and emerging behavioral health services and initiatives to each other.			

	Tactic: Great Start representative(s) will participate in the development of Regional Resource Center, 211 and other existing and emerging funding opportunities.			
<b>Goal: To promote physical health through healthy nutrition and physical activity.</b>				
<b>Objective</b>	<b>Action</b>	<b>Person Responsible</b>	<b>Time Frame</b>	<b>Status</b>
To provide a consistent healthy nutrition and physical activity message to children 0-5 and their families in Charlevoix, Emmet and northern Antrim Counties by December 2013.	Strategy #1: To evaluate and select current campaigns in place to promote healthy nutrition and physical activity for children 0-5 and their families in Charlevoix, Emmet and northern Antrim Counties by December 2013. Tactic: Explore tool kit options Tactic: Explore CDC options			
	Strategy #2: Deliver healthy nutrition and physical activity message to children 0-5 and their families in Charlevoix, Emmet and northern Antrim Counties by December 2013 using Great Start Communication Plan, or other methods such as WIC, Early On, Early/ Head Start, primary care physicians, etc. Tactic: Link to “Getting Kids Outdoors” initiative Tactic: Identify other available physical activity resources in the 3 counties			
<b>Goal: Increase childcare for the 0-2 age range.</b>				
<b>Objective</b>	<b>Action</b>	<b>Person Responsible</b>	<b>Time Frame</b>	<b>Status</b>
Collaborate with North Central Michigan College to offer an additional licensed center for the community in addition to a learning lab on site for those studying early childhood for optimal learning.	Meet with Joanna from NCMC.	Great Start Committee	Jan.	Complete

	Meet with NCMC to communicate the Great Start Vision and need.	Joanna	2011	Complete
	Develop a layout with NCMC and play a supporting role in the center structure and development.		2012	
	Work on a time-line with NCMC to develop an opening day for a center.		2013	
<b>Goal: Enhance and develop ways to effectively support and communicate the parenting of children 0-5 years old.</b>				
<b>Objective</b>	<b>Action</b>	<b>Person Responsible</b>	<b>Time Frame</b>	<b>Status</b>
Promote events from a variety of sources through Social Media and 2-1-1 to efficiently and effectively communicate parenting resources including but not limited to: parent classes, family support, activities, and health and wellness education.	Create bookmarks with website and social media url's for parent members to hand out and drive traffic to these sites for communication.	GSC director	March	Complete
	Weekly Facebook posts of community events linking to the GSC/GSPC website and calendar.	GSPC		
	Measure weekly Facebook updates to see an increase of fans and interaction.			
	Contract with 2-1-1 to receive data illustrating the needs of parents.			
	For all event sign in sheets add the question, "how did you hear about us", to measure effectiveness of this parent outreach.			
	Research websites and local resources on parenting activities and sites to add to the Great Start website and calendar.	Meagan K.		

**Goal: Implement the developed fund development plan to assure financial stability and program sustainability.**

<b>Objective</b>	<b>Action</b>	<b>Person Responsible</b>	<b>Time Frame</b>	<b>Status</b>
Adequate funding will be available to implement the Action Agenda.	<p>The Collaborative has identified the need to build public will to obtain new revenue sources to support.</p> <p>A fund development committee will meet monthly to increase funding through public and private sources.</p>	GS Executive Committee and GS Fund Development Committee	Ongoing	In Process