



**STRATEGIC PLAN WORKSHEET**

**GOAL 1 | By December 2022, we will reinforce Garden City's child care infrastructure by developing a relationship with current child care programs and providing support for marketing, licensing, and increasing training opportunities.**

**STRATEGY 1.1 | By December 2021, fill all available slots in current child care programs that were vacated because of COVID-19**

	Tactic	Lead	Timeline	Status
a	Collaborate with the Region 4 Child Care Resource Office to inform the community of available child care programs in Garden City by cross referencing programs participating in Idaho STARS with business directory and identifying the number of available seats	Annie	January 2021	
b	Compile a variety of resources to include on the Garden City Early Learning Collaborative (GCELC) website, including a link to 2-1-1 Idaho Careline and other parent supports as well as provider information that will be updated monthly	Joy, Lindsey	Beginning February 2021	
c	Connect providers with program for emergency funds	Heather Efaw	Beginning February 2021	

**STRATEGY 1.2 | By December 2021, help interested providers to become licensed and/or join the Steps to Quality (STQ) Program, and connect all providers to available trainings.**

	Tactic	Lead	Timeline	Status
a	Identify all current Garden City providers with help from Idaho STARS and business directory	Annie	January 2021	
b	Develop relationships with all current child care providers by sending Dutch Bros and Dapper Doughnut gifts cards to all providers; purchase gift cards and note cards	Joy	April 16, 2021	
c	Deliver gift cards to providers	Joy, Annie	May 4, 2021 (Teachers' Day) November 2021 (Thanksgiving)	
d	Interview/survey providers to determine which programs to focus on for licensing and STQ support	Linda/Jenni	January 2021	
e	Collaborate with Idaho STARS to create a timeline for providers to obtain licensing or join Steps to Quality	Linda/Jenni	January 2021	
f	Connect providers with necessary resources through Idaho STARS to carry out the requirements of licensing, beginning with a one-page how-to	Linda/Jenni	Beginning March 2021	
g	Connect providers with free training webinars, IDAEYC's Early Learning Academies and incentivize participation with coffee cards	Linda/Jenni	Throughout the year	

**STRATEGY 1.3 | By December 2023, create mentorships in which established child care programs will be available to struggling programs**

	Tactic	Lead	Timeline	Status
a	Collaborate with the Region 4 Child Care Resource Office to identify programs that would like mentorship and brainstorm what a pilot program would look like	Annie	January 2023	
b	Begin pilot	Annie	June 2023	

**GOAL 2 | By August 2023, we will increase capacity in quality child care programs each year by adding more seats in current programs and new providers and securing new resource streams.**

**STRATEGY 2.1 | By December 2023, add five new available child care seats each year in 2022 and 2023**

	Tactic	Lead	Timeline	Status
a	Identify possible programs that could be expanded to serve five more children, ages birth through 5 years	Heather Efaw	May 2021	
b	Include Idaho STARS' Jim Ferlisi in meetings regarding expansion of seats	Heather Lee	Beginning January 2021	
c	Interview program administrators to determine interest and identify possible barriers to expansion	Heather Efaw	May 2021	
d	Confirm commitment agreements for two programs willing to participate in expansion efforts	Heather Efaw	July 2021, July 2022	
e	Search for three new grant opportunities	Lindsey	January 2021, June 2021, January 2022, June 2022	
f	Provide \$5,000 expansion grants to participating programs	Linda	June 2021, January 2022	
g	Create advertisement for new seats	Heather Lee	February 2022	
h	Advertise to fill seats	Tami	March 2022	

**STRATEGY 2.2 | By December 2023, recruit at least one new in-home provider in the Garden City community each year.**

	Tactic	Lead	Timeline	Status
a	Write and submit news article to local newspaper about need for child care providers in GC, the work of the GCELC, and announce the launch of the website	Jenni, Tami	January 2021	
b	Partner with Idaho STARS to develop a timeline and contract for interested providers	Heather L.	January 2021	
c	Partner with Idaho STARS to reach out to the community about this opportunity	Heather L.	February 2021	
d	Add website resources for prospective providers	Lindsey	March 2021	
e	Offer and disperse \$1,000 business start up grants	Linda, Heather L.	April 2021	
f	Provide Idaho STARS classes on how to get started	Jenni, Lindsey	April 2021	
g	Create an infographic on how to start an in-home child care in Garden City and start a social media campaign	Heather Lee	April 2021	
h	Recruit new teachers from local higher education organizations and high schools (seniors) and connect them to Idaho STARS Professional Development System	Heather Lee, Jenni	February 2021, August 2021, February 2022, August 2022	
i	Provide \$100 hiring bonus to brand new teachers after 3 months of work and enrollment in the Professional Development System (PDS)	Linda, Heather L.	Beginning February 2021	
j	Create forums for child care administrators and owners to discuss maintaining staff	Heather Efaw	January 2022	

**GOAL 3 | By December 2022, we will raise awareness of the work of the Collaborative through participation in community events and seek likeminded industry partners and parents with whom to expand our work.**

**STRATEGY 3.1 | By June 2022, launch a program to distribute a gift and information to pregnant women about community child care offerings, resources and early childhood education information**

	Tactic	Lead	Timeline	Status
a	Connect with the program Books for Babies and offer to partner with its efforts	Jenni/Linda, Lindsey	June 2021	



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<b>b</b>	Seek other partners/donor for baskets	Jenni, Linda, Jen	June 2021	
<b>STRATEGY 3.2   By December 2022, participate in two community events to connect with local families and increase awareness in the work of the GCELC</b>				
	<b>Tactic</b>	<b>Lead</b>	<b>Timeline</b>	<b>Status</b>
<b>a</b>	Find out the cost of sponsorship/vendor participation and deadline for application of <b>Event 1</b>	Jen	January 31, 2021	
<b>b</b>	Sign up and pay for <b>Event 1</b> , including sponsorship of a child-friendly activity and booth	Linda	Done by June 2021	
<b>c</b>	Purchase and/or seek donations of books/toys to give out during <b>Event 1</b>	Lori	Done by June 2021	
<b>d</b>	Have flyers, upright banner and tablecloth ready to go for <b>Event 1</b>	Lori	December 2021	
<b>e</b>	Have a booth with an activity for young children at <b>Event 1</b> , and offer information and free books on the GCELC work collaborative to families with young children	Lori	December 2021	
<b>f</b>	Identify 10 parents interested in supporting our work at <b>Event 1</b> and invite them to a (remote/in person) meeting	Tami	December 2021	
<b>g</b>	Find out the cost of sponsorship/vendor participation and deadline for application of <b>Event 2</b>	Jen	January 31, 2021	
<b>h</b>	Sign up and pay for <b>Event 2</b> , including sponsorship of a child-friendly activity and booth	Jen	December 2022	
<b>i</b>	Purchase and/or seek donations of books/toys to give out during <b>Event 2</b>	Lori	December 2022	
<b>j</b>	Have flyers, upright banner and tablecloth ready to go for <b>Event 2</b>	Tami	December 2022	
<b>k</b>	Have a booth with an activity for young children at <b>Event 2</b> , and offer information and free books on the GCELC work collaborative to families with young children	Jen	December 2022	
<b>l</b>	Identify 10 parents interested in supporting our work at <b>Event 2</b> and invite them to a (remote/in person) meeting	Tami	December 2022	
<b>STRATEGY 3.3   By December 2022, identify five business stakeholders and hold a fundraiser for donation to programs in crisis, scholarships for struggling families, and/or addition of child care slots</b>				
	<b>Tactic</b>	<b>Lead</b>	<b>Timeline</b>	<b>Status</b>
<b>a</b>	Reach out to businesses who filled out the business survey and send a letter informing them of our work	Jen	January 31, 2021	
<b>b</b>	Engage members of Idaho Businesses for Education and schedule to present at next available meeting	Lori	January 31, 2021	
<b>c</b>	Create new survey to gauge current willingness to support our work	Tami	February 28, 2021	
<b>c</b>	Raise awareness of and advocate for the GCELC at the a Garden City Chamber of Commerce meeting	Lori	February 2021?	
<b>d</b>	Invite interested businesses to a (remote/in person) meeting	Jen	February 28, 2021	
<b>e</b>	Conduct first quarterly meeting with business partners to brainstorm on raising funds	Lori	May 2021	
<b>f</b>	Conduct second quarterly meeting with business partners to vote on fundraiser	Tami	August 2021	
<b>g</b>	Conduct third quarterly meeting with business partners to brainstorm other businesses to invite to cause	Jen	November 2021	
<b>h</b>	Conduct fourth quarterly meeting with business partners to work on details of fundraiser	Lori	February 2022	
<b>i</b>	Conduct fifth quarterly meeting with business partners to work on the fundraiser	Tami	May 2022	
<b>j</b>	Hold fundraiser	Lori	June 2022 - December 2022	