



YEAR 2 UPDATE ON STRATEGIC PLAN PROGRESS

As we enter Year 2 of our strategic plan, we are proud to share significant progress across our five primary strategic areas: enhancing marketing, expanding programs, engaging stakeholders, building and strengthening our workforce, and ensuring long-term sustainability.

The board of directors and Senior Staff recently met to celebrate Year 1 accomplishments and set new goals for the coming year. We are excited for the continued progress and impact in the years ahead. As we enter Year 2 of our strategic plan, we've made significant strides across five key areas: marketing, program expansion, stakeholder engagement, workforce development, and long-term sustainability.

MARKETING:

- Enhanced digital presence, improved engagement and brand recognition through an updated website and social media.
- Highlighted Food Program in social media posts
- Increased community outreach at local family events
- Renewed signage on buildings, delivery van will be updated in the spring.

PROGRAM EXPANSION:

- Expanded infant and toddler program to serve an additional 12 infants and 24 toddlers. Pending license, projected opening late spring.
- Mental Health Consultation program implemented. Intern program will be added in the fall.
- Added STEAM program by partnering with Shared Science for activities in the classrooms.

STAKEHOLDER ENGAGEMENT:

- Created engagement strategies for board by including board members at events at centers.
- Focus groups and surveys were conducted and have deepened our connection with parents, board members and staff, ensuring their input is central to our efforts.

BUILDING AND STRENGTHENING THE WORKFORCE:

- Provided training programs and focused on employee well-being which have strengthened our team's skills and job satisfaction. Financial incentives were added to support staff economically.
- Recruitment and retention strategies have been identified and implemented.

SUSTAINABILITY:

- A team was established to identify diverse funding sources, and they are developing a comprehensive sustainability plan to ensure long-term stability.

WE'RE EXCITED FOR THE CONTINUED PROGRESS AND IMPACT IN THE YEARS AHEAD.

