

Directions for Filing Affiliate Strategic Plan

Please send 2007 Strategic Plans in a Microsoft Word document via email to affiliate@naeyc.org. Please include the following information:

Step 1: Affiliate Information

Affiliate Name: **Black Hills AEYC**
Affiliate State, Affiliate ID: **SD 155**
State Affiliate Strategic Plan
Start Date – End Date: **01/01/07 - 12/31/09**

Step 2. Mission, Vision and Values Statements

Mission Statement:

The Mission of the Black Hills Association for the Education of Young Children is to serve and act on behalf of the needs, rights, and well-being of all young children with the primary focus on the provision of quality care and education services; and in participation with SDAEYC, BHAIEYC leads the effort to foster the growth, development, and collaboration of the professionals who care for and educate young children.

Vision Statement:

BHAIEYC is dedicated to creating a quality system for early childhood education through collaboration and partnerships, leadership and professional development.

We will advocate for the rights and needs of children, families and early childhood professionals.

We will raise public awareness of the importance of young children and increase the respect and acknowledgment of early childhood professionals.

Values Statement:

BHAIEYC values a commitment to: collaboration, integrity, courage, diversity, shared vision, growth, joy, and opportunities by encouraging leadership and professionalism, creating a community of life-long learners, and making a difference in the lives of children and families.

Step 5. Outcomes, Targets, Goals, and Objectives

List the overall outcomes and targets you want to achieve over the next 3:

**Black Hills Association for the Education of Young Children
Outcomes/Indicators/Targets/Goals and One Year
Objectives for each Program Area**

Program Area	Outcome	Indicator	Target
Accreditation	Early Childhood professionals in SD provide quality programs for children and families.	The percent of NAEYC accredited programs in South Dakota.	There will be a 30% increase in the number of programs that report they are working to achieve NAEYC Accreditation in South Dakota.

Goals	Objectives
1. The number of NAEYC accredited programs in South Dakota increases.	BHAIEYC will continue collaborating with other entities in order to develop a statewide NAEYC Accreditation facilitation project.
2. Public awareness information is provided to promote quality in EC	BHAIEYC will highlight accredited programs in the local affiliate newsletter,

programs.	website and at the state conference. BHAEYC will provide accreditation materials at local training events, civic leadership groups, and other local organizations focusing on quality care and education.
3. Programs seeking NAEYC accreditation are supported.	BHAEYC will identify accreditation committee member to serve on state committee.

Program Area	Outcome	Indicator	Target
Affiliate/State Chapters/Local Groups	SDAEYC and its local affiliate and state chapters have a reciprocal, supportive and effective relationship.	The percent of SDAEYC board members and local presidents reporting that they are collaborating and supporting each other.	90% of SDAEYC board members and local presidents report that they are collaborating and supporting each other.

Goals	Objectives
1. Local affiliates and state chapters receive technical assistance from SDAEYC.	BHAEYC will attend regular conference calls for local affiliate/chapter presidents to support their work.

Program Area	Outcome	Indicator	Target
Business Practices	SDAEYC's financial state is stable with funds used to advance the strategic plan of the organization for its members.	The % of revenue increase in SDAEYC's annual report.	SDAEYC's revenue is 20% higher.

Goals	Objectives
1. An affiliate home with staff position is supported by SDAEYC.	BHAEYC will promote membership recruitment and retention campaign.
2. Lobbying/marketing efforts are supported by SDAEYC.	

Program Area	Outcome	Indicator	Target
Governance	All SDAEYC board members are	The percent of SDAEYC board	80% of SDAEYC board members

	supported, prepared and ready to serve the membership.	members that report that they receive the training and support needed to be effective in their positions.	report that they use the on-line communities of practice to be prepared for board meetings.
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Goals	Objectives
1. The governance structure meets the needs of the association	BHAEYC will utilize the online communities of practice as a tool to support members. BHAEYC will review the accountability plan on a regular basis.
2. Student members are represented in the SDAEYC governance structure.	

Program Area	Outcome	Indicator	Target
Membership Development	Early Childhood Professionals value membership in SDAEYC.	% of members retained from year to year.	80% of members are retained from year to year.

Goals	Objectives
1. Current members of SDAEYC maintain their membership.	Inform members of changes in membership options to allow them to choose the products/services to meet their needs. Track student memberships to evaluate retention strategies to be implemented.
2. Membership in SDAEYC increases.	
3. Face to face service for members at local level, coordinated/supported by state membership committee.	

Program Area	Outcome	Indicator	Target
Membership Development	Membership in SDAEYC represents the diversity of early childhood professionals throughout the state.	% of members reflecting under represented groups for membership demo report.	5% increase in identified under represented groups.

Goals	Objectives
SDAEYC recruits new members to reflect the cultural, geographic, and within-field diversity of the early childhood profession throughout the state.	Use current membership demographic data to identify groups and develop a recruitment campaign to target that group.

Program Area	Outcome	Indicator	Target
Professional and Leadership Development	SDAEYC works collaboratively with other professional organizations at the national, state, and local level to promote professional and leadership development opportunities for early childhood professionals in South Dakota.	The # of early childhood professionals who actively participate in professional and leadership development opportunities.	There is a 25% increase in the number of professional and leadership development opportunities in South Dakota.

Goals	Objectives
1. Partnerships are in place with other entities for the purpose of implementing a leadership development system in South Dakota.	BHAEYC will continue to partner with NAEYC and the South Dakota Office of Child Care Services for the purpose of offering leadership development training annually at the state conference.
2. Partnerships are in place with other organizations to support Early Childhood professionals' advancements through the career lattice system.	BHAEYC will continue to promote South Dakota Pathways to Professional Development Project for the purpose of expanding awareness of professional development opportunities in the state.
3. Student members professional and leadership development needs are supported.	BHAEYC will encourage and support the local student chapter.

Program Area	Outcome	Indicator	Target
Programs and Services	Programs and services address/meet the diverse needs of membership.	Number of members who report membership in NAEYC meets their expectations.	80% of SDAEYC members report that the programs and services offered meets their needs.

Goals	Objectives
1. Programs and services offered through SDAEYC meet the diverse needs of membership.	BHAEYC will support efforts of the local conference committees. BHAEYC will include questions on membership survey to evaluate satisfaction with products and services.
2. Technology provides programs and services to members in under-served areas.	BHAEYC will finish developing website and explore other options to support the technology needs of our members (communities of practice, online newsletter, etc.).

Program Area	Outcome	Indicator	Target
Public Awareness	SDAEYC is seen as the leading early childhood membership association in the communities.	The number of local and/or state collaborative efforts to support children.	Community collaborations providing support to children and early childhood professionals will increase by ten.

Goals	Objectives
1. A public relations campaign is in place to promote SDAEYC.	BHAEYC will submit press releases for local events promoting SDAEYC/BHAEYC activities.
2. A clear marketing plan in place to promote SDAEYC.	

Program Area	Outcome	Indicator	Target
Public Policy	SDAEYC members are knowledgeable about current legislation and engage in public policy activities.	The number of SD names that are listed on the Children's Champion list serve.	50% increase in the number of South Dakota names on the Children's Champion list serve.

Goals	Objectives
1. Members are informed and educated on state and local policies and issues related to early care and education.	BHAEYC will identify and support local public policy committee members
2. Members receive face to face service at local level, coordinated/supported by state membership committee.	