



# Strategic Plan

## 2020-2022



# Child Care Aware® of America

## OUR MISSION

To advance a child care system that effectively serves all children and families. Our work is strengthened by a national network of child care resource and referral agencies and diverse members and partners.

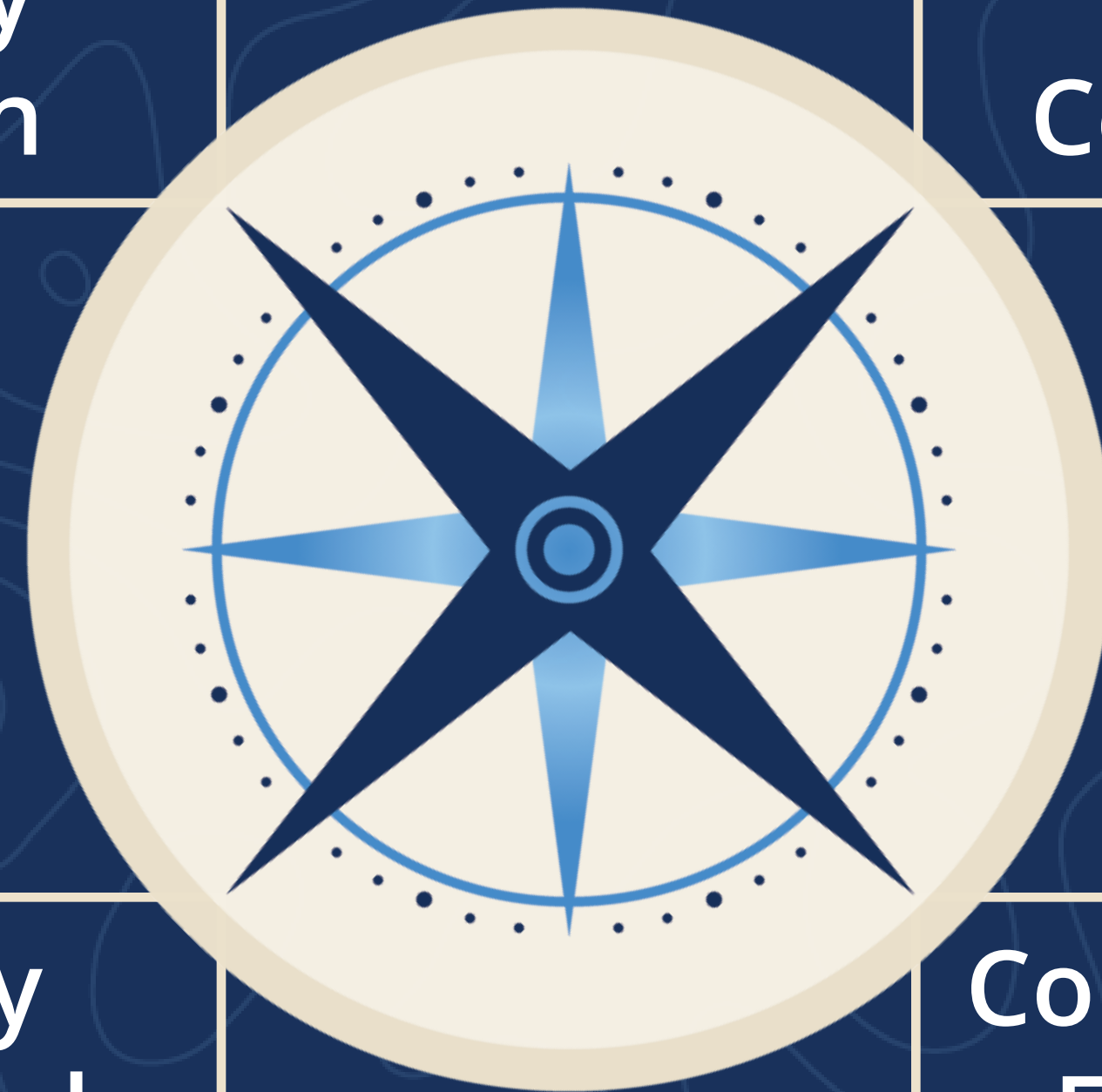
## OUR VISION

Every family in the United States has access to a high-quality, affordable child care system. The child care system supports children's growth, development and educational advancement and creates positive economic impact for families and communities.

Our work is grounded in programs, practices, and policies that are:

Equity  
Driven

Child  
Centered



Family  
Engaged

Community  
Focused

**“All you need is the plan, the road map, and the  
courage to press on to your destination.”**

- Earl Nightingale



## — Priority One —

# **ADVANCE STATE AND FEDERAL POLICIES** *THAT SUPPORT HIGH-QUALITY, AFFORDABLE AND ACCESSIBLE CHILD CARE FOR ALL*

### **Where We're Going:**

Increase the number of children from birth-12 that have access to high-quality child care services with a particular focus on children with the highest needs; and support the child care workforce.

### **How We'll Get There:**

- Increase federal and state influence to strengthen policies that bolster requirements and investments that support children, families, and the diverse early childhood workforce;
- Expand our national Family Advocacy Network to elevate families as essential informants to state and federal policy conversations; and
- Create reports and resources about child care inequities, such as disparities in access, quality, and affordability, that actively inform policy and systems development.







## — Priority Two —

# **EXPAND COMPREHENSIVE CHILD CARE SERVICES**

*AVAILABLE TO CHILDREN AND  
FAMILIES*

### **Where We're Going:**

- Work with employers and ensure more families, providers and community members are equipped to make informed choices about child care; and
- Raise awareness about the importance and impact of quality early care and education on children, families and communities.

### **How We'll Get There:**

- Build upon our military and national child care solutions to support employers in solving their employees' child care challenges through a user-friendly platform that connects families to quality child care; and
- Develop and disseminate user-friendly consumer information to families, providers, and communities.



## — Priority Three —

# STRENGTHEN THE CHILD CARE SYSTEM AND INFRASTRUCTURE *THROUGH INNOVATIVE SOLUTIONS AND PRACTICES*

### Where We're Going:

Strengthen the child care system through innovation, training and technical assistance, and membership engagement to enhance the integral role CCR&R's play in service to children, families and providers.

### How We'll Get There:

- Maximize and grow offerings that engage members and aid policy transformation and systems change;
- Optimize CCR&R and state partners' expertise, spread effective practices, and generate new solutions through dynamic platforms, products, and services that facilitate problem solving and networking; and
- Provide innovative training resources and technical assistance that strengthens the diverse child care workforce and improves the quality of service delivery.







— **Priority Four** —

**ORGANIZATIONAL  
EXCELLENCE** *IN SERVICE TO  
OUR MISSION*

**Where We're Going:**  
Strengthen and sustain a healthy, equitable and thriving organization.

- How We'll Get There:**
- Provide exceptional and culturally responsive customer service to all clients;
  - Enhance brand strategy and awareness;
  - Invest in technology systems;
  - Diversify funding; and
  - Ensure a healthy organizational culture that is reinforced by a diverse workforce and equitable investments that support, develop and retain staff.

OUR STORY



SERVICE  
TO OTHERS



TRANSPARENCY  
AND TRUST



OPTIMIZING  
OPPORTUNITIES  
FOR GROWTH



RESPECT  
AND EQUITY



YOU



## **DATA** *THAT DRIVES US*

As Child Care Aware® of America charts a bold path towards achieving our mission and vision, we are dedicated to holding ourselves accountable – to children, their families, the early care and education community, and our partners and funders. We regularly conduct evaluations at various levels of the organization from the executive level to individual projects and initiatives. Additionally, we conduct studies that help us gauge the impact of our work at local, state, and national levels. Through this strategic plan, we reaffirm our commitment to making data-driven decisions and ensuring our resources are used effectively and efficiently with maximum impact towards our desired results.







[www.childcareaware.org](http://www.childcareaware.org)  
703-341-4119  
[learnmore@usa.childcareaware.org](mailto:learnmore@usa.childcareaware.org)