



Vision and Mission

Vision:

All children in California enter school ready to achieve their greatest potential.

Mission:

By 2012, be recognized as California's unequivocal voice for children 0 - 5 to ensure greater equity in their readiness for school.

Goal #1: Focus on Policy Development

Goal #2: Invest in Program Development

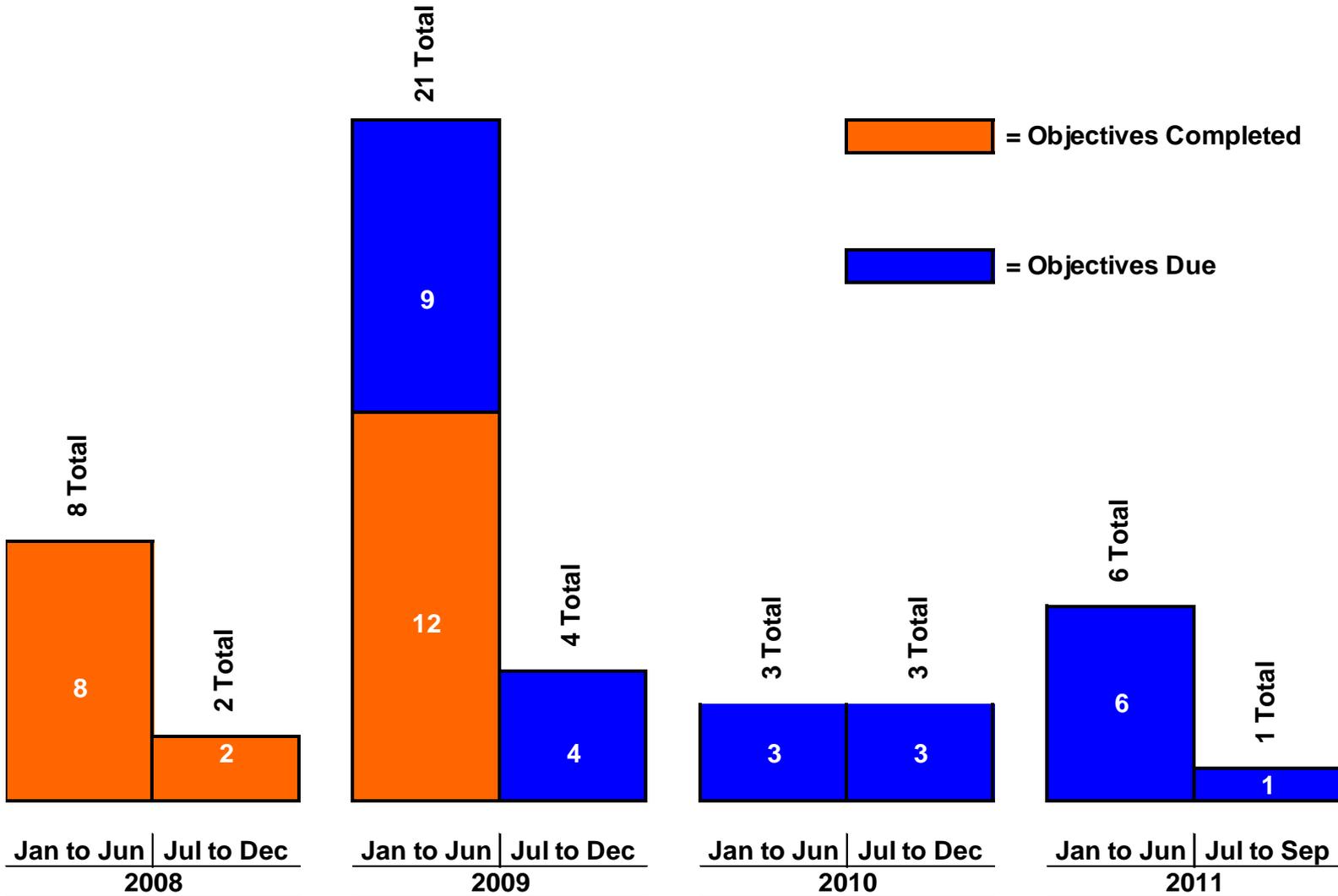
Goal #3: Broaden Public Awareness

Goal #4: Enhance Research and Evaluation

Goal #5: Strengthen Organizational Operations and Systems



Summary of Strategic Plan Accomplishments As of December 31, 2008





GOAL #3: Broaden Public Awareness

Build recognition and generate support for the needs of children 0 to 5.

Strategy 3.3 Organizational Profile -

Through alliances and partnerships, increase First 5 California's organizational profile.

[Objective 3.3.1](#) – Present First 5 California projects at two or more national events annually. (1-31-09)

Strategy 5.3 Contracting Reliability -

Utilize technology, training, and best practices to ensure accurate monitoring and timely development of contract procedures and systems.

Objective 5.3.3 – Develop and implement a comprehensive database/tracking system for all. (6-30-08)



GOAL #5: Strengthen Organizational Operations and Systems

Provide quality and cost-effective services to partners.

Strategy 5.4 Information Technology -
Develop and integrate information technology solutions and Web-based applications to support system operations.

Objective 5.4.1 – Develop a plan to address the technology needs of First 5 California. (9-30-08)



GOAL #3: Broaden Public Awareness

Build recognition and generate support for the needs of children 0 to 5.

Strategy 3.1 Targeted Media - Educate Californians about the healthy development of children and the importance of the first five years using a broad range of media strategies.

[Objective 3.1.1](#) – Develop and implement a comprehensive, three-year media plan. (6-30-09)

[Objective 3.1.2](#) – Develop and implement a comprehensive, grassroots public education campaign. (6-30-09)



GOAL #4: Enhance Research and Evaluation

Assess the value of programs for children.

Strategy 4.1 Data System - Create a comprehensive data system that supports decision-making.

Objective 4.1.1 – Secure an information technology vendor to build a comprehensive data system to integrate First 5 data. (9-30-09)



GOAL #4: Enhance Research and Evaluation

Assess the value of programs for children.

Strategy 4.3 Center for Results - Establish a system for prioritizing and managing research and evaluation projects, and communication results.

Objective 4.3.3 – Issue a report annually that includes trends, program outcomes and policy recommendations (4-30-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.1 Affiliations - Increase the number and depth of state and national partnerships and affiliations.

Objective 1.1.1 – First 5 California will obtain at least 25 memberships and annually participate in state and national organizations that emphasize early childhood development. (1-31-09)

Objective 1.1.2 – First 5 California management team will seek advisory representation on three nationally affiliated groups or projects. (1-31-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.2 Advocacy - Advocate in state and national arenas for the needs of children 0 to 5.

Objective 1.2.2 – Conduct post-program assessments; determine viability as a statewide program and advocate for statewide implementation. (1-31-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.3 Health Care - Facilitate and support health care coverage and quality care for all children 0 to 5.

Objective 1.3.2 – Partner with health care policy advocates to support quality health care for children 0 to 5, including, but not limited to, work force development, and health care systems reform. (1-31-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.4 Early Care and Educational Development - Facilitate and support early care and educational development for all children ages 0 to 5.

Objective 1.4.2 – Participate as a partner in a statewide effort to increase quality, access and/or availability of early care and education, such as preschool, infant/toddler care, or school readiness programs. (1-31-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.5 Family Self-Sufficiency -

Facilitate and support policies and programs that promote family self-sufficiency.

Objective 1.5.2 – Include family self-sufficiency information in First 5-funded programs. (1-31-09)



GOAL #2: Invest in Program Development

Establish a distinctive set of sustainable health and education programs for children 0 to 5.

Strategy 2.1 Signature Programs -

Support two to three signature programs focused on specific needs.

Objective 2.1.1 — Convene a First 5 California legacy programs assessment workgroup to develop criteria for assessing the ongoing viability of programs implemented prior to January 1, 2008. (6-30-08)



GOAL #3: Broaden Public Awareness

Build recognition and generate support for the needs of children 0 to 5.

Strategy 3.2 Informational Networks -

Share information and messages with California's diverse populations through partnerships.

Objective 3.2.4 – Enlist the support of at least two partners to increase parent education. (3-31-09)