CHILD CARE AWARE® OF AMERICA STRATEGIC PLAN
2020-2022

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.

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:

Child Centered – Family Engaged – Equity Driven – Community Focused

PRIORITY 1: ADVANCE STATE AND FEDERAL POLICIES THAT SUPPORT HIGH QUALITY, AFFORDABLE AND ACCESSIBLE CHILD CARE FOR ALL

Objective:
- 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.

Strategies:
- 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 2: EXPAND COMPREHENSIVE CHILD CARE SERVICES AVAILABLE TO CHILDREN AND FAMILIES

Objectives:
- 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.
Strategies:
  o 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
  o Develop and disseminate user-friendly consumer information to families, providers, and communities.

PRIORITY 3: STRENGTHEN THE CHILD CARE SYSTEM AND INFRASTRUCTURE THROUGH INNOVATIVE SOLUTIONS AND PRACTICES

Objective:
  o 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.

Strategies:
  o Maximize and grow offerings that engage members, and aid policy transformation and systems change;
  o 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
  o Provide innovative training resources and technical assistance that strengthens the diverse child care workforce and improves the quality of service delivery.

PRIORITY 4: ORGANIZATIONAL EXCELLENCE IN SERVICE TO OUR MISSION

Objective:
  o Strengthen and sustain a healthy, equitable and thriving organization.

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