



**EARLY CHILDHOOD DEVELOPMENT  
STRATEGIC PLAN**

**City of Greenville  
2005 - 2008**

# Early Childhood Development Strategic Plan

## VISION

All children in the City of Greenville will enter school healthy and ready to succeed and families will have the support and resources they need to promote positive early childhood development and balance the demands of work and family.

# **Early Childhood Development Strategic Plan**

## **MISSION**

**All citizens of the City of Greenville will have knowledge of and access to community resources regarding affordable early childhood development.**

# **Early Childhood Development Strategic Plan**

## **STRATEGIC GOAL I**

**Parents and families have knowledge of community resources regarding early childhood development.**

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL I – Objectives

- Promote community resources regarding available early childhood development programs and services
- Promote and encourage families to take advantage of free or low-cost parent resources and parent/child activities

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL I - Actions

- Develop an early childhood resource and seek funding for delivery to all City residents.

### *Outcome Measures*

- Identify the number of parents that indicate they are knowledgeable about ECD
- Survey of households that received information

# **Early Childhood Development Strategic Plan**

## **STRATEGIC GOAL II**

**Increase the number of employees in Greenville whose employers offer family-friendly policies and practices.**

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL II – Objectives

- Engage the business community to provide family-friendly workplace environments
- Increase the number of participants in the Work Life Balance Institute
- Increase the number of family-friendly programs offered to City employees
- Promote family-friendly workplace environments for other public agencies

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL II – Objectives (cont)

### *Long-term Objectives*

City of Greenville will seek funding to assist City employees with child care expenses.

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## STRATEGIC GOAL II - Actions

- Host a business forum to offer employers resources and ideas on family-friendly policies
- Seek funding for annual awards for family-friendly businesses

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## STRATEGIC GOAL II - *Outcome Measures*

- Number of employers that began offering family-friendly practices as of a certain date
- Number of employees who work at businesses that offer family-friendly policies

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## STRATEGIC GOAL III

- City residents gain a better understanding of the value of high-quality early childhood programs and services

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## STRATEGIC GOAL III – Objectives

- Report to the public key measures regarding adequacy of child care system using City resources
- Promote/increase the number of community events and other public awareness opportunities focused on early childhood development.

### *Long-Term Objectives*

City of Greenville will support child care rating System.

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL III - Actions

- City/United Way of Greenville County's Success By 6 produce an annual “report card” highlighting accredited child care centers, the importance of, etc.
- Hold a Municipalities Roundtable for other cities in Greenville County to discuss activities to promote early childhood development
- Recognize national child development promotions (Day of the Child, etc.) within the community

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL III – *Outcome Measures*

- Number of accredited or four-star rated child care centers/homes (in conjunction with by United Way of Greenville County's Success By 6)
- Number of parents who can identify aspects of quality child care (in conjunction with United Way of Greenville County's Success By 6)

# **Early Childhood Development Strategic Plan**

## **STRATEGIC GOAL IV**

**Policymakers and institutions understand and support the importance of early childhood development.**

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL IV – Objectives

- City of Greenville will sponsor and/or endorse public events focused on early childhood development

### *Long-Term Objectives*

- City of Greenville will institutionalize and seek long-term funding for its child development-focused initiatives

# Early Childhood Development Strategic Plan

## STRATEGIC GOAL IV – Objectives (cont)

### *Long Term Objectives (cont.)*

- City of Greenville will partner with other community organizations to support city-wide grants related to child development

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## STRATEGIC GOAL IV - Actions

- City will co-sponsor an early childhood development summit in 2005
- Identify state and local legislation which will promote family-friendly workplace environments
- Issue a proclamation during the Week of the Young Child (April 2005)
- Issue a proclamation during National Children's Book Week (Nov 2004)

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## STRATEGIC GOAL IV – *Outcome Measures*

- Number of residents reporting they attended an early childhood community event (through survey in conjunction with United Way of Greenville County's Success By 6)
- Number of residents reporting that they understand the importance of early childhood development (through survey in conjunction with United Way of Greenville County's Success By 6)