

**Great Start Initiative Area:
 Basic Needs, Economic Security and Child Safety
 Pediatric and Family Health
 Social and Emotional Health
 Parenting Leadership
 Early Care and Education
 Infrastructure**

Goal One: Raise the awareness of parents, caregivers and all citizens about the importance of positive early childhood development to later success in school and life.

Strategy A: Expand and develop outreach to businesses and chambers of commerce throughout Washtenaw County

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Secure the endorsement of each Chamber of Commerce in Washtenaw County for the Great Start Collaborative	Staff time GSC Co-chairs time and effort	GSC Director GSC Co-Chairs	Year 1	Endorsement secured
2. Expand the GSC membership by four business participants	Staff time	GSC Director GSC Executive	Year 1	Four additional members
3. Present on a yearly basis to each Chamber of Commerce at one of their regularly scheduled opportunities	Staff time Presentation	GSC Director	Year 1-3	Record of presentations
4. Establish a strong relationship with A2 Success – Washtenaw County Economic Development Initiative	Staff time	WS6 Director	Year 1	Presence in work plan of A2 Success Present at meetings
5. Establish a strong relationship with SPARK – Washtenaw County Economic Development Initiative	Staff time	WS6 Director	Year 1	Presence at SPARK events and meetings
6. Hold an annual business outreach event designed to educate and engage the business community	Staff time Funds for event	GSC and WS6 Directors	Year 1-3	Event is held

Strategy B: Great Start Collaborative will partner with the Washtenaw Birth to Six ICC and the Washtenaw Area Council for Children to hold the yearly Legislative Breakfast

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Invite all elected and governmental officials from county township to federal positions, including administrators, court and law enforcement	Staff time Personal connections	GSC Director	Year 1-3	Invitations sent to all
2. Ensure that a strong educational message on the importance of the first six years of life, and its relation to later workforce development and public cost reduction is highlighted at the breakfast	Staff time	GSC Director	Year 1-3	Record of speaker and topic
3. Offer opportunities for all local early childhood organizations and agencies to present their work and activities at the breakfast	Staff time Agency time Presentations	GSC Director	Year 1-3	Presence at event
4. Offer opportunities for invited participants to tour and visit local early childhood facilities	Agency time	GSC Director	Year 1-3	Tours taken by officials
5. Follow up with regular informational mailings and contracts throughout the year	Staff time Mailing funding	GSC Director	Year 1-3	Follow up and regular contacts sent

Strategy C: Develop strong community fair and event presence with materials, outreach and resources for families

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Establish a volunteer core who can attend a variety of community outreach and education events and bring a strong early childhood message	Staff time Volunteer time Database	GSC and WS6 Directors	Year 1	Volunteer core exists and is active in community
2. Establish two “pick-up-and-go” kits for volunteers attending these events	Staff time Material funding	GSC Director	Year 1	Kits exist for use
3. Provide informal training for volunteers participating in this work throughout the county	Staff time Volunteer time	GSC Director	Year 1-3	Document training occurred

Strategy D: Develop outreach to and the involvement of all county Kiwanis, Rotary and other service organizations				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Present the GSC and Washtenaw Success by 6 message about the importance of the early childhood years to each Kiwanis and Rotary club in the county on a yearly basis	Staff time	SB6 Director	Year 1-3	Presentations documented
2. Establish connections with as many other service organizations on a county level, as possible	Staff time	SB6 Director	Year 1-3	Connections made and documented
3. Expand existing volunteer relationships with college level sections of both the Kiwanis and Rotary organizations	Staff time	SB6 Director	Year 1-3	Actively involved with the organizations
4. Continue to nurture and deepen the existing strong connection between the Ann Arbor Rotary Club and the Great Start Collaborative	Staff time Volunteer time	SB6 Director	Year 1-3	Attendance at meetings Annual gift Presence in materials
Strategy E: Build a volunteer base of individuals who are trained to educate others on the importance of the first six years of life to support the outreach at community events and festivals				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Work with college level Rotary and Kiwanis organizations to establish both an internal support core of volunteers, and a outreach and presentation group	Staff time Rotary time Kiwanis time	GSC Director	Year 1-3	Volunteer core exists
2. Create a current and engaging PowerPoint based presentation on the importance of the early years that can be used by multiple presenters in different settings	Staff time Equipment funding	SB6 Director	Year 1	PowerPoint exists
3. Support their ongoing outreach and connection to community groups	Staff time	SB6 Director	Year 1-3	Documented presentations
4. Ensure that the GSC and Washtenaw Success by 6	Staff time	SB6 Director	Year 1-3	Materials for each campaign

message is carried forward in each United Way of Washtenaw County Campaign	Campaign materials			Activity in campaign
Strategy F: Maintain the regularly updated, highly linked web-site for Washtenaw County parents, caregivers and all citizens designed to support them in their parenting, and stress the importance of the first six years to future quality of life				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Ensure that all links and resources mentioned are updated on an annual basis	Volunteer time	SB6 Director	Year 1-3	Website
2. Continue to gather community feedback and upgrade and develop new pages as appropriate	Staff time	SB6 Director	Year 1-3	Website and planning process is documented
3. Expand online calendar to include all free family activities in the county	Staff time Contractor time	GSC Director Web designer	Year 1	Website
4. Continue to add to and upgrade the materials related to the importance of the first six years	Staff time	GSC and SB6 Directors	Year 1-3	Website continues to expand
Strategy G: Expand web-site to include materials designed to support community members in understanding local, state and national political issues that relate to young children and to take action as they feel is appropriate				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Create new page designed to support the community in understanding political issues and how to take action	Staff time	GSC Director	Year 1	Website
2. Place clear link on homepage to the business outreach page, that will allow visitors to quickly get the message	Contractor time	Web designer	Year 1	Website
3. Evaluate value of materials, and what is missing, through community feedback	Staff time	GSC Director	Year 1-3	Website and planning process is documented
4. Include links to state and national level advocacy agencies with strong early childhood materials	Staff time	Web designer	Year 1	Website

Strategy H: Expand web-site to include materials designed to reach out to the business and professional community – helping them understand the importance of the first six years

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measure
<ol style="list-style-type: none"> 1. Create new page designed to reach out to the business community and share the economic development message of early childhood investment 2. Place clear link on homepage to the business outreach page, that will allow visitors to quick get the message 3. Evaluate value of materials, and what is missing, through business community feedback 	<p>Staff time</p> <p>Contractor time</p> <p>Staff time</p>	<p>SB6 Director</p> <p>Web designer</p> <p>SB6 Director</p>	<p>Year 1</p> <p>Year 1</p> <p>Year 1-3</p>	<p>Website</p> <p>Website</p> <p>Website and planning process is documented</p>

**Great Start Initiative Area:
Basic Needs, Economic Security and Child Safety
Pediatric and Family Health
Social and Emotional Health**

Goal Two: Ensure that all Washtenaw County young children receive preventive and ongoing health care including having adequate health insurance, physical medical care, dental care, mental health care, and developmental delay screening, assessment and services.

Strategy A: Maintain the Children’s Health Care Advocate position – with responsibility for promoting and expanding children’s health insurance participation in Washtenaw County

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Include the advocate, and highlight her work, in GSC/Washtenaw Success by 6 newsletters and outreach materials	Staff time	GSC and SB6 Directors	Year 1-3	Materials
2. Support the ongoing collaboration of Washtenaw Success by 6, the United Way of Washtenaw County, Washtenaw County Government and the Washtenaw County Health Department which supports and funds the advocate.	Staff time Volunteer time Agency time	Health work group GSC and SB6 Directors	Year 1-3	Funded position
3. Support the outreach efforts of the advocate throughout the county	Staff time Project funds	Health work group SB6 Director	Year 1-3	Materials
4. Support the collaboration of the advocate with the county DHS, MiChild and Washtenaw Health Plan	Staff time	GSC and SB6 Directors	Year 1-3	Meeting documentation

Strategy B: Expand existing outreach to medical centers, physicians and clinics around developmental delay referral, assessment and response

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measure
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1. Expand Early On outreach to medical centers, clinics and physicians throughout the county	Staff time Materials funding	Early On Director Early On Coor.	Year 1	Documented expansion of program
2. Expand Washtenaw First Steps outreach to local school district medical centers, physicians and clinics	Staff time Materials funding	First Steps Coor. Early On Director	Year 1-3	Documented expansion of resources
3. Do annual office mailing to all medical centers, physicians and clinics with information on Early On, Washtenaw First Steps, the Great Start Collaborative, Washtenaw Success by 6, GSRP Programs and Head Start	Staff time Materials funding Postage	Early On Director SB6 Director	Year 1-3	Mailing sent

Strategy C: Provide Fluoride Varnish Rinse to all GSRP and Head Start enrolled children in Washtenaw County

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Convene medical and dental group to develop implementation plan for Fluoride Varnish Rinse	Staff time Volunteer time	Children's Health Advocate	Year 1	Meeting documentation
2. Work to ensure that United Way funding for this project continues	Staff time Agency time	Health work group	Year 1	Funding continues
3. Establish licensing and develop volunteer core	Volunteer time	Health work group	Year 1-2	License achieved
4. Initiate Fluoride Varnish program	Staff time Project funding	Health work group GSC Director	Year 2	Program underway

Strategy D: Increase Washtenaw County community wide awareness about oral health needs of young children and access to services

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Continue high level of education on oral health needs through Washtenaw Head Start	Staff time Project funding	Head Start Director	Year 1-3	Documented outreach
2. Using the work established by Washtenaw County Head Start expand the awareness and commitment to the dental health needs of young children in the county	Staff time Volunteer time	Health Work Group GSC Director	Year 1-3	Documented outreach

<p>3. Ensure that the concept of a dental home is included in all publications and discussion around the need for a medical home by the Great Start Collaborative</p> <p>4. Support outreach efforts around dental education for families with young children throughout the community</p>	<p>Staff time</p> <p>Staff time</p>	<p>GSC and SB6 Directors</p> <p>GSC and SB6 Directors</p>	<p>Year 1-3</p> <p>Year 1-3</p>	<p>Materials and meeting documentation</p> <p>Documented outreach</p>
<p>Strategy E: Ensure the continuation of the Infant Mortality Reduction Coalition to achieve Washtenaw County HIP goals, despite loss of state and county funding and dedicated staff member</p>				
<p>Objectives:</p>	<p>Resource Needs</p>	<p>Roles/ Responsibilities</p>	<p>Target Dates</p>	<p>Progress Measures</p>
<p>1. The Washtenaw Area Council for Children will take on the work of the Infant Mortality Coalition</p> <p>2. Work with county partners to ensure that the goals of the Infant Mortality Reduction Coalition are incorporated into all early childhood and health initiatives in the county</p> <p>3. Use all appropriate outreach opportunities, including the volunteer base, to communicate the need for inter-pregnancy and prenatal health and medical care.</p> <p>4. Include support for inter-pregnancy and prenatal health and medical care in all advocacy work</p> <p>5. Track data related to infant mortality, and low weight births, with special attention to the racial disparity within Washtenaw County, and communicate this information to the public, to related organizations, and to the medical community</p> <p>6. Support all efforts in the county to reduce the racial disparity in this area</p>	<p>Staff time Volunteer time</p> <p>Staff time Volunteer time</p> <p>Staff time Promotion funds</p> <p>Staff time Promotion funds</p> <p>Staff time</p> <p>Staff time</p>	<p>WACC Director</p> <p>GSC and SB6 Directors</p> <p>GSC and SB6 Directors</p> <p>GSC and SB6 Directors</p> <p>GSC and SB6 Directors</p> <p>GSC and SB6 Directors</p>	<p>Year 1</p> <p>Year 1-3</p> <p>Year 1-3</p> <p>Year 1-3</p> <p>Year 1-3</p> <p>Year 1-3</p>	<p>WACC is doing the work</p> <p>Documented meetings</p> <p>Materials</p> <p>Documented meetings</p> <p>Data is gathered and publicized</p> <p>Documented meetings</p>

Strategy F: Increase number of Washtenaw County children receiving Ages and Stages developmental assessments				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Expand use within Washtenaw First Steps, to ensure that every child has two per year	Staff time	First Steps Directors	Year 2	Documented in database
2. Support the distribution of Ages and Stages developmental assessments to parenting organizations, service agencies, and other appropriate systems	Staff time Materials	SB6 Director	Year 1-3	Documented outreach
3. Promote Washtenaw First Steps programs throughout the county, as they regularly screen all children for developmental concerns	Staff time Promotional funding	SB6 Director	Year 1-3	Materials
4. Support efforts to increase physician conducted screenings and referrals at regular medical and well-baby visits	Staff time Materials	SB6 Director Early On Director	Year 1-3	Materials Documented mailing
Strategy G: Increase Washtenaw County community awareness about social-emotional health needs of young children				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Insure that this is a highlighted topic on the GSC website and in Great Start Collation meetings	Staff time	GSC Director	Year 1-3	Website Documented meetings
2. Include at least one training in the area of social-emotional health needs of young children in the monthly Washtenaw Birth to Six ICC meetings	Staff time	GSC and SB6 Directors	Year 1-3	Documented meetings
3. Include information on children's social-emotional health in the monthly GSC/Washtenaw Success by 6 parent newsletters	Staff time	GSC Director	Year 1-3	Materials
4. When public outreach and media opportunities exist, highlight the social-emotional health aspect of the news event/story (for instance when releasing	Staff time	GSC and SB6 Directors	Year 1-3	Materials

<p>Kids Count Data)</p> <p>5. Support any community initiatives to expand or enhance the resources for supporting the social-emotional health of young children</p>	<p>Staff time</p>	<p>GSC and SB6 Directors</p>	<p>Year 1-3</p>	<p>Materials Documented meetings</p>
<p>Strategy H: Conduct county collaborations designed to enhance family support for children with Social and Emotional needs</p>				
<p>Objectives:</p>	<p>Resource Needs</p>	<p>Roles/ Responsibilities</p>	<p>Target Dates</p>	<p>Progress Measures</p>
<p>1. Autism Spectrum Disorder Pilot Project, designed to form a full community organization response to a diagnosis of autism, rather than just a limited medical or educational response.</p> <p>2. University of Michigan Circle of Care projects, designed to emotionally support young mothers and families in vulnerable situations during the first year of their child's life</p> <p>3. Communicate the special social –emotional needs of young children when families are in crisis to family and adult support agencies and programs throughout the county</p>	<p>Staff time Agency time Medical time</p> <p>Staff time</p> <p>Staff time</p>	<p>Early On Director Agencies Medical providers</p> <p>Early On Director SB6 Director</p> <p>GSC and SB6 Directors</p>	<p>Year 1</p> <p>Year 1-2</p> <p>Year 1-3</p>	<p>Number of children served Expanded ASD services</p> <p>Number of families served</p> <p>Documented meetings</p>

**Great Start Initiative Area:
Basic Needs, Economic Security and Child Safety
Social and Emotional Health
Early Care and Education**

Goal Three: Improve the quality of child care and early education in Washtenaw County through additional training, collaboration between programs and agencies, and best-practice skill building.

Strategy A: Develop and implement training programs and resources around challenging behavior, cultural competency and developmental delay support for child care providers

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Establish a strong funding stream for the project using both Ann Arbor Area Community Foundation Grant funds and AARA early childhood funds	Staff time Volunteer time	Provider work group SB6 Director	Year 1	Funds exist
2. Plan the curriculum and implementation of the trainings – including frequency, setting and course content	Volunteer time	Provider work group	Year 1	Course exists Documented curriculum
3. Enroll providers – both center and home based	Staff time	SB6 Director	Year 1	Providers participate
4. Conduct trainings throughout the county – led by individual contracted trainers	Contractor time Project funding	Trainers	Year 1-2	Trainings take place
5. Evaluate each series before the implementation of the next so that necessary learning can take place	Staff time Volunteer time	Provider work group	Year 1-2	Documented meetings

Strategy B: Expand Hanen Center Speech and Language trainings to support parents and child care and education professionals in their work to develop children's language and literacy

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measure
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1. Establish a strong funding stream for the project using both Ann Arbor Area Community Foundation Grant funds and AARA early childhood funds	Staff time Volunteer time	Provider work group SB6 Director	Year 1	Funds exist
2. Plan the curriculum and implementation of the trainings – including frequency, setting and course content	Volunteer time	Provider work group	Year 1	Course exists Documented curriculum
3. Enroll providers – both center and home based	Staff time	SB6 Director	Year 1	Providers participate
4. Conduct trainings throughout the county – led by contracted individual trainers	Contractor time Project funding	Trainers	Year 1-2	Trainings take place
5. Evaluate each series before the implementation of the next so that necessary learning can take place	Staff time Volunteer time	Provider work group	Year 1-2	Documented meeting
6. Hold parent trainings as well as child-care provider trainings on a county-wide basis. Include a number of levels of trainings – from general support of speech and language development to training around speech and language development in children with Autism who are largely non-verbal	Contractor time Project funding	SB6 Director Early On Director First Steps Director	Year 1-2	Trainings take place

Strategy C: Implement a single web-based system for enrollment in Head Start and Great Start Readiness Programs across the county

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Finalize the program in development at the WISD through technology department	Staff time	WISD Technology SB6 Director	Year 1	Program in completed
2. Conduct trials and test to remove problems and bugs with the program	Staff time Agency time	SB6 Director	Year 1	Trials complete
3. Implement in all 22 GSRP and Head Start Programs around the county (all are already signed on to the project)	Staff time Agency time	SB6 Director All 22 agencies	Year 1-3	Program in implemented
4. Conduct regular updating and evaluation to ensure that the program is appropriately serving needs	Staff time	SB6 Director	Year 1-3	Documented review and meetings

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Strategy D: Increase child care providers knowledge about social/emotional health in general and specifically about milestones and services available

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Support Washtenaw Early On, Washtenaw Good Start and GSCCELRRRC outreach and training efforts in the area of screenings and response to concerns about children’s development or individual needs	Staff time Volunteer time	Provider work group SB6 Director	Year 1-3	Materials Documented meetings
2. Include resources to support child care providers in screening and contacting appropriate support agencies on the GSC website	Staff time Materials	SB6 Director	Year 1-3	Materials
3. Ensure that at least one of the Washtenaw Birth to Six ICC training meetings for the year focuses on an early childhood social/emotional health issue	Staff time	SB6 Director	Year 1-3	Documented meetings

Strategy E: Promote and support Great Start Child Care and Early Learning Regional Resource Center (GSCCELRRRC)

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Participate on their planning committee in the initial months of the implementation to support community planning	Staff time	GSC Director Health Insurance Advocate	Year 1	Documented meetings
2. Assist in the implementation of the plan	Staff time	GSC Director	Year 1-3	Documented role
3. Ensure that the leadership of the GSCCELRRRC is strongly connected to the GSC, Washtenaw Success by 6, and the Washtenaw Birth to Six ICC	Staff time	GSC and SB6 Directors	Year 1-3	Documented meetings

4. Provide strong linkages to the new system through the Great Start Collaborative	Staff time	GSC Director	Year 1-3	Linkages exist
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Strategy F: Continue to ensure increased communication and collaboration between the county head Start and GSRP programs

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Facilitate ongoing meetings and collaboration between the Head Start and GSRP programs	Staff time Agency time	SB6 Director 22 Agencies	Year 1-3	Documented meetings
2. Continue to support the role of the Washtenaw Birth to Six ICC as the key collaboration and communication point in the county	Staff time	SB6 Director	Year 1-3	Documented meetings Birth to Six is active and strong
3. Support Washtenaw Success by 6 in establishing and maintaining the single-point-of-entry system in the county	Staff time	GSC Director WISD Technology	Year 1-3	Single point-of-entry exists
4. Support Washtenaw Success by 6 in its role as a promotional and outreach leader for both Head Start and the various GSRP programs throughout the county	Staff time	GSC Director	Year 1-3	Materials Documented meetings

Strategy G: Ensure that expanded training activities for providers are offered by a variety of organizations and initiatives, and that Early Childhood Care and Education providers are well supported in the county

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Promote and publicize all the trainings and outreach of the GSCCELRRRC	Staff time Materials	GSC and SB6 Directors	Year 1-3	Materials Documented presentations
2. Promote and publicize the expanded trainings around cultural competency, challenging behavior, developmental delay support, and speech and language development being offered by Washtenaw Success by 6	Staff time	GSC and SB6 Directors	Year 1-3	Materials Documented presentations

<p>3. Promote and publicize trainings offered by other county organizations including MSU Extension, Better Kids Care, Washtenaw Community College, Washtenaw Area Council for Children and Eastern Michigan University</p>	<p>Staff time Materials</p>	<p>GSC and SB6 Directors</p>	<p>Year 1-3</p>	<p>Materials Documented presentations</p>
<p>4. Include advocacy for the development of as many high quality programs as possible in the county within the work of the Advocacy workgroup</p>	<p>Staff time</p>	<p>GSC Director</p>	<p>Year 1-3</p>	<p>Materials Documented presentations</p>
<p>5. Promote and publicize ongoing Family Friend and Neighbor Trainings for low-income providers developed by Child Care Network and Washtenaw Success by 6</p>	<p>Staff time Materials</p>	<p>GSC and SB6 Directors</p>	<p>Year 1-3</p>	<p>Materials Documented presentations</p>
<p>6. Support ECIC quality initiatives as they implemented in the local area</p>	<p>Staff time</p>	<p>GSC Director</p>	<p>Year 1-3</p>	<p>Materials Documented presentations</p>
<p>7. Promote and publicize the TEACH program</p>	<p>Staff time</p>	<p>GSC Director</p>	<p>Year 1-3</p>	<p>Website, materials</p>
<p>8. Create a central single and comprehensive reference site for information on currently available trainings for providers</p>	<p>Staff time</p>	<p>GSC Director</p>	<p>Year 1</p>	<p>Website</p>

**Great Start Initiative Area:
Social and Emotional Health
Parenting Leadership
Early Care and Education
Infrastructure**

Goal Four: Ensure that parents and caregivers have the knowledge, skills and resources at hand for safe and supportive parenting of all Washtenaw County children.

Strategy A: Maintain the existing parenting network to provide parenting information and support packets to parents at regular intervals in their children's first five years

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Continue to review packets, make updates and changes as appropriate and add new materials as they become available	Staff time Volunteer time	Parenting work group SB6 Director	Year 1-3	Documented meetings
2. Oversee transfer of packets to electronic media to allow free emailing to parents who have access to the web in their homes	Staff time Contractor time Volunteer time	Parenting work group SB6 Director	Year 1	Electronic versions exist and are in use
3. Administer parent network process – enrollment, distribution and maintenance of database	Staff time Project funding	SB6 Director	Year 1-3	Program is running
4. Promote the parenting network on a county wide level	Staff time Materials	SB6 Director	Year 1-3	Materials

Strategy B: Continue regular monthly newsletters to provide a single central point for parenting information, updates on family friendly, free county events, and promote safe family behavior

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measure
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1. Develop yearly content curriculum, reflecting a seasonal approach with a focus on local free family friendly events	Staff time	GSC Director	Year 1-3	Documented meetings
2. Ensure that developmental delay outreach is in each newsletter	Staff time	GSC Director Early On Director	Year 1-3	Newsletters
3. Administer the newsletters, including enrollment, distribution and maintenance of the database	Staff time Project funding	GSC Director	Year 1-3	Newsletters exist
4. Promote the parenting newsletters on a county wide level	Staff time Materials	GSC and SB6 Directors	Year 1-3	Materials

Strategy C: Expand the community engagement of the First Steps Washtenaw Program in all school districts within the county

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Establish funding to allow First Steps programs to permanently expand beyond the school doors	Staff time Project funding	SB6 Director First Steps Director	Year 2-3	Funding exists
2. Support individual First Steps programs throughout the county in their outreach activities and efforts – including the supplying of materials, and volunteers, and helping to negotiate spaces and locations	Staff time Project funding	First Steps Director	Year 1-2	Programs have expanded
3. Each First Steps program will participate in child care provider outreach during the school year	Staff time	First Steps Director	Year 1-2	Documented participation

Strategy D: Maintain the existing preschool education and outreach program in conjunction with the Ann Arbor District Library and Child Care Network

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Evaluate the brochure and materials shared in the past year and prepare materials for the winter implementation	Volunteer time Staff time	Parenting work group SB6 Director	Year 1-3	Materials Documented presentations
2. Conduct system wide library visits to all early	Staff time	GSC and SB6	Year 1-3	Program runs

childhood story and activity events sharing a preschool and child development message and promoting enrollment		Directors Child Care Network Library staff		
3. Provide space and storage for materials and promotion for the pre-school events	Storage space	Library staff	Year 1-3	Space exists and is used

Strategy E: Plan and hold a county-wide Preschool Expo – designed to educate parents on the value of preschool and all available options, including Head Start, Great Start Readiness Program and private pay preschools

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Create a planning team to facilitate the expo - with responsibility for scheduling, booking, and promoting the event	Staff time	SB6 Director Library Staff Child Care Network	Year 1	Documented meetings
2. Hold the event in February of the year with significant promotion and publicity to bring families in	Staff time Materials	SB6 Director Library Staff Child Care Network	Year 1-3	Event takes place
3. Ensure that Head Start and Great Start School Readiness programs are overtly part of the promotion and publicity to ensure that low-income families attend	Staff time Materials	SB6 Director Head Start Director	Year 1-3	Materials and presence at fair
4. Provide additional child development and parenting material for fair attendees	Materials	GSC and SB6 Directors	Year 1-3	Materials
5. Conduct evaluation and analysis of the event in preparation for the next year's event	Staff time	SB6 Director Library Staff Child Care Network	Year 1-3	Documented meetings

Strategy F: Complete program review of First Steps programs

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
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1. Establish understanding of which county communities are participating in First Steps and which are not – and develop data on barriers and challenges to participation	Staff time	SB6 Director First Steps Director	Year 2	Documented meetings Report
2. Develop a full understanding of where communities are being served and supported throughout the county	Staff time	SB6 Director First Steps Director	Year 2	Documented meetings
3. Expand reach of First Steps into underserved communities	Staff time Project funding	SB6 Director First Steps Director	Year 3	Program expands

Strategy G: Explore offering expanded parent education programs throughout the community with appropriate partners

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Washtenaw Success by 6 explore possibility of coordinating with the Washtenaw Community College Community Education program	Staff time	SB6 Director	Year 1	Documented meetings
2. Great Start Collaborative expand parent education work with local hospitals – including those that do not do deliveries	Staff time Materials	GSC and SB6 Directors	Year 2	Materials available there
3. Washtenaw First Steps expand existing relationship with Michigan Work! Program	Staff time	SB6 Director First Steps Director	Year 1	Expansion of program
4. Washtenaw Success by 6 expand existing relationship with county libraries	Staff time	SB6 Director Library staff	Year 1	Expansion of program
5. Develop approach to other appropriate agencies and organizations around parenting education	Staff time	SB6 Director	Year 2-3	Program exists

Strategy H: Develop specific approaches to the following communities, with both plans and funding options fully developed

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
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1. Teen parents raising their children – with and without grandparents	Staff time Volunteer time	GSC and SB6 Directors	Year 1	Documented meetings
2. Parents who move through the shelter system, including Safe House, within the county	Staff time Volunteer time	GSC and SB6 Directors	Year 2	Documented meetings
3. Student parents of all ages, enrolled at any of the county colleges	Staff time Volunteer time	GSC and SB6 Directors	Year 2	Documented meetings
4. Families in communities served by schools with significant achievement gaps	Staff time Volunteer time	GSC and SB6 Directors	Year 3	Documented meetings
Strategy I: Continue to expand and develop programs and supports that ensure that parents are receiving developmentally appropriate support, have access to information about child development, and are able to participate in ensuring that their children are kindergarten ready.				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Washtenaw Success by 6 Parent Network	Staff time	SB6 Director	Year 1-3	Program thrives
2. Washtenaw Early On	Staff time	Early On Director	Year 1-3	Program thrives
3. Washtenaw First Steps	Staff time	First Steps Director	Year 1-3	Program thrives
4. Washtenaw County Head Start, and Great Start School Readiness Programs.	Staff time	22 Agencies	Year 1-3	Program thrives
5. Catholic Social Services Health Families Initiative – 0-3 Secondary Prevention	Staff time	Catholic Social Services	Year 1-3	Program thrives
6. All non-profit, for profit, and school based parent education and support programs in Washtenaw County	Staff time	Agencies	Year 1-3	Programs exist
7. Provide a comprehensive set of web-based resources around child safety, health, appropriate development, school readiness and other age targeted information	Staff time Materials	GSC and SB6 Directors	Year 1-3	Website
8. Provide a complete Parenting Directory through the Great Start Collaborative website.	Staff time	GSC and SB6 Directors	Year 1-3	Website and published

9. Continue to expand and enhance monthly parenting newsletters through the Washtenaw Success by 6 Parent Network	Staff time	SB6 Director	Year 1-3	Website and newsletter
Strategy J: Increase public awareness about family support and parenting education opportunities				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
<ol style="list-style-type: none"> 1. Provide a complete Parenting Directory through the Great Start Collaborative website. 2. Work to expand free distribution of the monthly parenting newsletters 3. Focus on physicians and dental providers for increased in-office outreach to parents 4. Expand Great Start Collaborative presence at Community events, health fairs and outreach opportunities through the use of the volunteer base 	<p>Staff time</p> <p>Staff time Printing</p> <p>Staff time Materials</p> <p>Staff time Materials</p>	<p>SB6 Director</p> <p>GSC Director</p> <p>SB6 Director</p> <p>GSC and SB6 Directors</p>	<p>Year 1</p> <p>Year 1</p> <p>Year 1-3</p> <p>Year 1-3</p>	<p>Website and publication</p> <p>Newsletters more widely available</p> <p>Materials in medical offices</p> <p>Documented presence</p>

Great Start Initiative Area:
Basic Needs, Economic Security and Child Safety
Pediatric and Family Health
Social and Emotional Health
Parenting Leadership
Early Care and Education
Infrastructure

Goal Five: Connect parents, caregivers, and the Washtenaw County community with services for advancing safe and supportive parenting and ensuring quality child care/early education.

Strategy A: Maintain the series of brochures from Washtenaw Success by 6 that are distributed throughout the community consistently promoting the core early childhood resources – First Steps, Libraries, Head Start, Child Care Network, Early On, and others

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Regularly review and update brochures with attention to changes in the early childhood agencies	Staff time Printing funds	Parenting work group	Year 1-3	Documented meetings
2. Evaluate additional needs for new brochures yearly	Volunteer time Staff time	Parenting work group SB6 Director	Year 1-3	Documented meetings

Strategy B: Maintain a resource directory on the Great Start Collaborative website for parents that includes economic support services and other information about basic needs; health related agencies and resources; child care and early education programs and supports; and parenting programs and activities

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measure
1. Review and maintain all resource directory material and links on a yearly basis – with attention to changes in the early childhood agencies	Staff time Volunteer time	Parenting work group SB6 Director	Year 1-3	Documented meetings
2. Expand existing resources to include economic support services	Staff time	SB6 Director	Year 1	Resources expanded Website
3. Expand existing resources to include health resources	Staff time	SB6 Director	Year 1	Resource expanded Website

Strategy C: Expand 211 listings and resources for families with non-emergency parenting support needs

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Develop 211 presence and profile for Washtenaw Success by 6	Staff time	SB6 Director	Year 1	211 test calls result in desired services
2. Develop 211 presence and profile for Washtenaw Great Start Collaborative	Staff time	GSC Director	Year 1	211 test calls result in desired services
3. Facilitate other early childhood agencies in creating strong 211 presence	Staff time	GSC and SB6 Directors	Year 2	211 test calls result in desired services
4. Provide training and support to 211 staff	Staff time	GSC and SB6 Directors	Year 1-3	Documented meetings

Strategy D: Expand the community directory to make it searchable and produce a printed version for families without access to the internet

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Make the directory fully searchable by keyword, agency name and age	Contractor time Staff time	SB6 Director Web designer	Year 1	Website
2. Produce a printed version of the directory to be distributed to families without at-home internet access	Staff time Project funding	SB6 Director	Year 1	Published version is available

Strategy E: Develop an Advocacy work group of the Great Start Collaborative (parallel to the existing four work groups) dedicated to coordinating advocacy work on the behalf of young children.

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Establish a position for Advocacy Advisor – an outside consultant to support the work of the group	Volunteer time Staff time	GS Collaborative Birth to Six comm.	Year 1	Position exists
2. Form and support a work group, with a parallel structure to all other work groups of the GSC	Volunteer time Staff time	GS Collaborative	Year 1	Work group exists

<p>3. Ensure that the Advocacy Advisor has a strong, supportive presence in the Advocacy subgroup of the Birth to Six ICC</p> <p>4. Connect the Advocacy workgroup, and Advocacy Advisor to state and national organizations committed to advocacy work on the behalf of young children</p> <p>5. Ensure that the Advocacy workgroup works closely with the Parent Coalition and Birth to Six ICC to plan, support and carry out advocacy activities on a monthly basis</p> <p>6. Highlight advocacy work in all GSC and Washtenaw Success by 6 updates, annual reports and communications with the community</p>	<p>Volunteer time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p>	<p>Birth to Six Lead.</p> <p>GSC Director</p> <p>GSC and SB6 Directors</p> <p>GSC and SB6 Directors</p>	<p>Year 1</p> <p>Year 1-3</p> <p>Year 1-3</p> <p>Year 1-3</p>	<p>Documented meetings</p> <p>Documented meetings</p> <p>Documented meetings</p> <p>Materials Documented meetings</p>
<p>Strategy F: Enhance the advocacy support provided by the Washtenaw Great Start Collaborative.</p>				
<p>Objectives:</p>	<p>Resource Needs</p>	<p>Roles/ Responsibilities</p>	<p>Target Dates</p>	<p>Progress Measures</p>

1. With the support and input of the Advocacy Advisor and Advocacy workgroup, develop a section of the website designed to facilitate advocacy by groups, organizations and individuals	Volunteer time Staff time Contractor time	GSC Director Web designer Advocacy work group	Year 1	Website Documented meetings
2. Link to all appropriate and useful state and national advocacy resources	Contractor time	Web designer GSC Director	Year 1-3	Website
3. Highlight the advocacy resources in promotion and publicity about the GSC and Washtenaw Success by 6 website	Staff time	GSC and SB6 Directors	Year 1-3	Materials
4. Support web enhancement as outlined above	Staff time	GSC Director	Year 1-3	Documented meetings
5. Develop stronger media connections, particularly in the emerging online media area	Staff time Volunteer time	GSC Director Advocacy group	Year 1-3	Documented meetings
6. Identify ways to communicate advocacy related information to partner boards, staff and volunteers – in both the Great Start Collaborative, and organizations involved in the Washtenaw Birth to Six ICC	Staff time Volunteer time	Advocacy work group GSC and SB6 Directors	Year 1-3	Documented meetings
7. Ensure that the overall communication plan, highlights and privileges development in the area of advocacy communication and outreach	Staff time Volunteer time	Advocacy work group GSC and SB6 Directors	Year 1-3	Documented meetings

**Great Start Initiative Area:
Parenting Leadership
Infrastructure**

Goal Six: Maintain and nurture a Washtenaw county-wide collaborative structure that enables all of the necessary early childhood work throughout the community.

Strategy A: Maintain the strong and active Great Start Collaborative – including business, government, education, funding, and agency members

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Support current members in their participation and activity within the Great Start Collaborative	Staff time	GSC Director	Year 1-3	Membership is strong
2. On a yearly basis review the membership of the Great Start Collaborative and seek replacements for people who have left, and to continue to involve community leaders	Volunteer time Staff time	Great Start Collaborative Executive Comm. GSC Director	Year 1-3	New members join regularly
3. Hold meetings on a bi-monthly basis – ensuring that they are relevant, topical and of use to the members	Volunteer time Staff time	Executive Comm. GSC Director	Year 1-3	Documented meetings
4. Provide strong support through invitations, pre and post meeting materials	Staff time	GSC Director	Year 1-3	Meeting materials

Strategy B: Continue the combination of multiple community wide meetings into one single monthly, comprehensive early childhood meeting – now known as the Birth to Six ICC

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measure
1. Hold meetings on a monthly basis – ensuring that they support the agencies, parents and individuals attending	Volunteer time Staff time	GSC and SB6 Directors	Year 1-3	Documented meetings
2. Provide strong support through invitations, pre and post meeting materials	Staff time	GSC and SB6 Directors	Year 1-3	Meetings materials

3. Ensure that necessary small group meetings are held to complete required and mandated work	Staff time	GSC and SB6 Directors	Year 1-3	Documented meetings
4. Support a strong leadership committee made up of a variety of early childhood community leaders	Staff time Volunteer time	GSC and SB6 Directors	Year 1-3	Documented meetings Executive exists

Strategy C: Conduct and establish annual community progress evaluation – *The Status of Young Children in Washtenaw County Report* – to monitor progress and areas of concern throughout the county. Through community feedback conversations, on a yearly basis, establish a regular forum for community, parent, and agency input into Washtenaw Success by 6 and the Washtenaw Great Start Collaborative

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Annual publish the Status of Young Children in Washtenaw County Report – insuring that it is a data based report card, reflecting community growth and change	Staff time Agency time	GSC and SB6 Directors	Year 1-3	Report is published
2. Conduct wide-spread community conversations to assess the needs of the community on a yearly basis	Staff time Volunteer time Community time	GSC and SB6 Directors Executive Comm.	Year 1-3	Documented conversations
3. Publish a summary of the conversations and feedback as a report each year	Staff time	GSC Director	Year 1-3	Summary is published

Strategy D: Grow and Expand the Washtenaw Great Start Parent Coalition

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Support current members in their participation and activity within the Great Start Collaborative	Staff time Liaison time	Parent Liaison GSC Director	Year 1-3	Membership is strong
2. On a yearly basis review the membership of the Great Start Collaborative and seek replacements for people who have left, and to continue to involve community leaders	Staff time Liaison time	Parent Liaison GSC Director	Year 1-3	Documented meetings New members join
3. Hold meetings on a bi-monthly basis – ensuring that they are relevant, topical and of use to the members	Staff time Liaison time	Parent Liaison GSC Director	Year 1-3	Documented meetings

4. Provide strong support through invitations, pre and post meeting materials	Staff time Liaison time	Parent Liaison GSC Director	Year 1-3	Meeting Materials
5. Promote the parent coalition in a wide variety of early childhood setting and activities	Staff time Agency time	GSC Director Agency heads	Year 1-3	Materials

Strategy E: Establish an Annual Report as part of the reporting out to the community by the Great Start Collaborative

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Prepare using the results of the planning process for The Status of Young Children in Washtenaw County Report, the community conversations and the annual review and renewal of the strategic plan	Staff time Volunteer time	GSC and SB6 Directors	Year 1-3	Annual report is published
2. Produce a color, high quality annual report to the community highlighting the work of the early childhood community	Staff time	GSC Director	Year 1-3	Annual report
3. Distribute widely, by both hardcopy and pdf, with a strong effort to place in the hands of business and governmental leaders	Staff time Volunteer time Agency time	GSC and SB6 Directors	Year 1-3	Documented distribution

Strategy F: Strengthen partnerships between organizations that stress child safety, health and basic family security

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Enhance connections between Washtenaw Area Council for Children, SAFE Kids, the Washtenaw Literacy Coalition, the Great Start Child Care and Early Learning Regional Resource Center (GSCCELRRRC), and other appropriate organizations.	Staff time Agency time	SB6 Director	Year 1-3	Documented meetings
2. Include information on agencies that support child safety, health and basic family security in appropriate GSC/Washtenaw Success by 6	Staff time	GSC and SB6 Directors	Year 1-3	Materials

<p>outreach and publications</p> <p>3. Include advocacy for child safety, health and basic family security needs in the advocacy outreach work</p>	<p>Volunteer time Staff time</p>	<p>Advocacy work group</p>	<p>Year 1-3</p>	<p>Documented meetings</p>
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Strategy G: Strengthen partnerships between organizations working to help eliminate barriers to parental employment such as child care and transportation.

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Support the work of Michigan Works! and the GSCCELRRRC in promoting reduced barriers to parental employment	Staff time	SB6 Director	Year 1-3	Documented meetings
2. Include information on reducing barriers to parental employment in appropriate GSC/Washtenaw Success by 6 outreach and publications	Staff time	GSC and SB6 Directors	Year 1-3	Materials Website
3. Promote the need for reduced barriers through the Washtenaw Birth to Six ICC and Great Start Collaborative	Staff time Volunteer time	GSC and SB6 Directors	Year 1-3	Documented outreach
4. Include advocacy for reduced barriers to parental employment in advocacy work	Staff time	Advocacy work group	Year 1-3	Documented meetings

Strategy H: Strengthen partner between organizations committed to supporting families in crisis with an intention of increasing their awareness and understanding of the needs of young children in the contexts within which the organization works

Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
1. Increase early childhood connection with Michigan Works!, through the ongoing coordination with the Washtenaw First Steps program, to support parents and families during work loss and unemployment	Staff time	SB6 Director	Year 1-3	Documented meetings
2. Through the Washtenaw Birth to Six ICC develop more community wide knowledge about the special needs of families in crisis, and approaches to support children and parents in difficult times	Staff time Meeting time	GSC and SB6 Directors	Year 1-3	Documented meetings

3. Participate in county wide social service collaborations, including the United Way lead agency process, the County Collaborative, and other appropriate organizations	Staff time	GSC and SB6 Directors	Year 1-3	Documented meetings
Strategy I: Strengthen and define Great Start Collaborative Partner relationships with four cornerstone partners – United Way of Washtenaw County, Ann Arbor Area Community Foundation, Washtenaw Intermediate School District, and Washtenaw County Government				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
<ol style="list-style-type: none"> 1. Clarify relationship through a memorandum of understanding with each partner agency 2. Present to each partner agency board on a yearly basis 3. Publish yearly partner reports designed to highlight role of each partner 4. Participate in promotion and fund raising campaigns as appropriate. 	<p>Staff time Board approval</p> <p>Staff time Board time</p> <p>Staff time</p> <p>Staff time Materials</p>	<p>SB6 Director</p> <p>GSC and SB6 Directors</p> <p>GSC Director</p> <p>GSC and SB6 Directors</p>	<p>Year 1-3</p> <p>Year 1-3</p> <p>Year 1-3</p> <p>Year 1-3</p>	<p>MOU's exist</p> <p>Documented presentations</p> <p>Reports exist</p> <p>Participation is documented Materials</p>
Strategy J: Develop the grant seeking capacity of the Washtenaw County early childhood community				
Objectives:	Resource Needs	Roles/ Responsibilities	Target Dates	Progress Measures
<ol style="list-style-type: none"> 1. Include developing greater grant seeking knowledge in all agency director's development plan for each year 2. Coordinate with local organizations that support grant seeking – NEW center, etc – to participate in training opportunities – and creating new ones that are specifically for the early childhood community 3. Work with partner agencies to write and submit at least three grants a year related to expanding early 	<p>Staff time Volunteer time Agency time</p> <p>Staff time NEW time</p> <p>Staff time</p>	<p>GSC and SB6 Directors Agencies</p> <p>SB6 Director</p> <p>GSC and SB6 Directors</p>	<p>Year 1</p> <p>Year 2</p> <p>Year 2-3</p>	<p>Plans are documented</p> <p>Outreach and trainings exist</p> <p>Documented meetings Grants submitted</p>

childhood resources in the county				
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