

**GOAL** – TO IMPROVE THE QUALITY OF EARLY CARE AND EDUCATION IN THE ROANOKE VALLEY



**OUTCOME** – FAMILIES AND CHILDREN ARE PREPARED TO START KINDERGARTEN.

**Early Childhood Education (EET)**

Improve the quality of early care and education programs so that all families have access to high quality care & education for their children.

**Key Strategies**

- Implement a voluntary quality ratings and improvement system (VSQI)
- Promote alignment of child care programs and public schools
- Establish and maintain a strong and effective preschool network.

**Outcome**

Increased quality of early care and education programs

**Parent Education (PEAT)**

All families of children birth to five will have the information and supports they need to promote their child's optimal development and school readiness

**Key Strategies**

- Develop effective and efficient methods for providing information to all parents.
- Promote & support use of best practice models and evidence-based family support programs.
- Increase collaboration and coordination of parent education services at the local level.

**Outcome**

Increased quality of education and family services for parents with young children.

**Governance (OPS) & Financing (RDAT)**

All sectors will be engaged in creating & sustaining collaboration structures to ensure an effective early childhood system

**Key Strategies**

- Maintain an effective organizational structure for SBGR, that promotes collaborative strategies among agencies and organizations. **(Operations)**
- Develop a method for tracking system and child outcomes. **(Operations)**
- Maximize available resources and secure sustainable, diversified investment from both the public & private sectors. **(Resource Development)**

**Outcome**

Increased resources allocated to early childhood/school readiness efforts.

**Public Engagement (Marketing)**

All citizens in Greater Roanoke will recognize the importance of early childhood and act to support policies and investments promoting a Smart Beginning for all children.

**Key Strategies**

- Develop uniform messages and frames; select target audiences and execute tailored communications methods
- Plan and execute print, broadcast and online media approaches to persuade the general public
- Facilitate a public awareness campaign around key issues of school readiness

**Outcome**

Increased awareness & understanding of the importance of early childhood education.