



eccdc

early childhood community development centre

Strategic Plan

2015 – 2018

*Inspiring excellence in early
learning and child care*

A Bright Future

We believe that educators working within early learning and child care programs play an important role in supporting children's learning, development, health and well-being. We view our work in helping to build strong and vibrant early learning communities as a priority and privilege. During our next strategic plan period, we will focus on designing more innovative resources, increasing our coaching and support services, developing broader community outreach, and offering cutting edge professional learning opportunities while strengthening our organizational capacity to serve our many stakeholders.

For more than twenty years we have fostered professionalism, innovation and success within early learning and child care. For this strategic plan, we reached out to our members and stakeholders through an online survey and focus groups; and engaged our Board and staff team in retreats to envision our future. Our members and partners shared with us that they see us as the "go-to place" for innovative supports, training and resources related to the early years.

We strive to strengthen the early learning and child care sector by assisting educators to excel within their roles through our coaching and mentoring services, designing innovative play based materials and offering convenient and affordable professional learning opportunities. We connect professionals to the latest best practices, tools and thinking to facilitate children's learning, development and well-being. Children thrive when they are surrounded by educators who offer meaningful learning opportunities that build on their strengths, support their needs, and bring their inquiries to life.





We will continue to collaborate with our existing partners and will source potential new partners to enhance and strengthen the network of programs, resources and services offered to early learning and child care professionals in our ever expanding community. We will reach out to those underserved communities to provide more convenient access to resources and supports.

Every child deserves the very best opportunities to learn, grow and develop. We are committed to bridging gaps and fulfilling the ever emerging needs of early learning professionals to support success because the stakes are high - the healthy growth and development of this next generation.

Our 2015 to 2018 Strategic Plan calls for five key Strategic Directions:

1. Expand our community outreach to better serve early learning professionals
2. Enhance the innovation of quality resources in early learning
3. Increase opportunities for coaching and support for early learning professionals
4. Provide quality professional learning experiences for the early learning community
5. Strengthen our organizational capacity to enable growth in services

We understand that the first years of life are essential for setting the foundation for learning, growth and development and we feel compelled to do our very best in supporting educators in this important role.

Never before have we felt more called upon to lead and deliver on our mission to inspire excellence in early learning and child care.

Our Vision

The leading source of innovative supports for early learning and child care.

Our Mission

Inspiring excellence in early learning and child care.





Our Values

Collaboration

We work with like-minded organizations to respond to the emerging needs of the early learning and child care community.

Innovation

We are dedicated to pursuing the development of quality products and services that stimulate early learning in young children.

Leadership

We bring our courage, conviction and guidance to creating supports that nurture the healthy development of children.

Respect

We support, recognize and honour the early learning professional as pivotal to the healthy development of children.

Professionalism

We bring together knowledge and expertise to mentor those working in early learning and child care settings to be at their best.

Our Strategic Directions

Strategic Direction #1

Expand our community outreach to better serve the early learning professional.

Strategies

1. Provide outreach services to underserved communities within the Niagara Region.
2. Create more satellite outreach opportunities.
3. Develop an expansion plan that broadens ECCDC services beyond the Niagara region.
4. Develop a marketing and communications strategy that actively promotes our programs and services.





Our Strategic Directions

Strategic Direction #2

Enhance the innovation of quality resources in early learning.

Strategies

1. Innovate and multiply our offerings of play-based learning resources.
2. Enhance and grow our E-Store to provide easy online access to quality program tools and resources.
3. Develop and market new and existing tools and resources that support early learning organizational strength and capacity building.
4. Continue to offer cutting edge specialized equipment.
5. Develop recruitment and retention tools, and resources to support leaders with hiring and retaining early learning professionals.

Our Strategic Directions

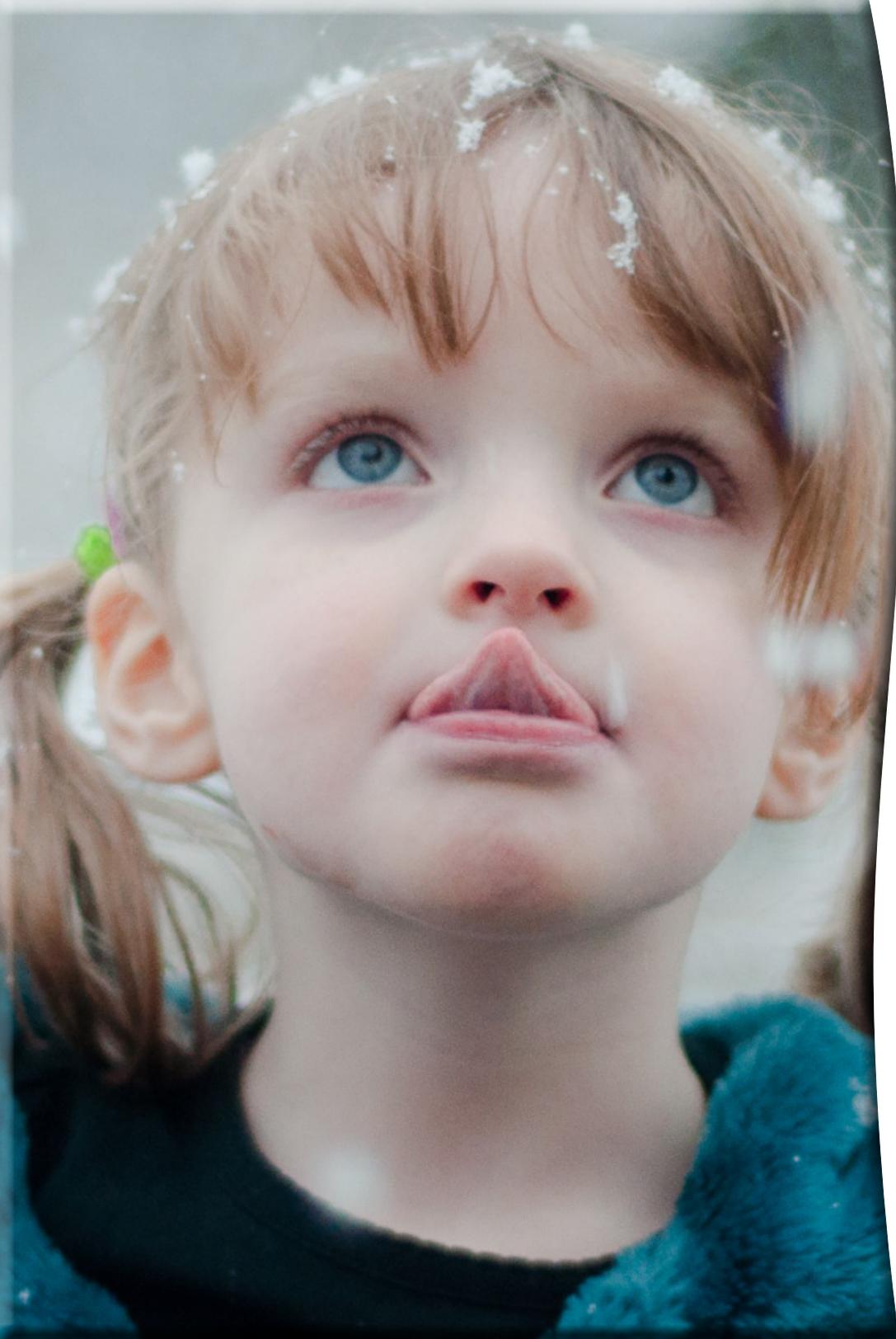
Strategic Direction #3

Increase opportunities for coaching and support for early learning professionals.

Strategies

1. Develop more opportunities for sharing and coaching on emerging best practices in early learning.
2. Increase our early learning environmental design consultation services.
3. Provide coaching and support services to students and graduates to help build their professional skills, portfolios and contacts to launch their careers.
4. Provide wellness education programs to support early learning professionals with work life balance.
5. Develop and offer early learning agency team building opportunities.
6. Foster recognition opportunities to honour early learning professionals.





Our Strategic Directions

Strategic Direction #4

Provide quality professional learning experiences for the early learning community.

Strategies

1. Develop and implement a comprehensive training strategy that supports the professional development of the early learning and child care professional.
2. Identify and provide innovative professional learning opportunities that focus on best practices and emerging trends.
3. Expand our offerings of customized training opportunities locally and outside of Niagara.
4. Develop more online and digitally based training opportunities to support child care professionals with timely and effective learning opportunities.
5. Develop new communities of practice that foster innovation and thought leadership in early learning and child care.
6. Partner with a variety of community organizations and educational institutions to support early learning and child care professionals with ongoing training.

Our Strategic Directions

Strategic Direction #5

Strengthen our organizational capacity to enable growth in services.

Strategies

1. Diversify our funding to enable expanded services locally and outside of Niagara.
2. Develop and implement an internal technology plan that enables the ECCDC to increase its technological capacity to serve its members.
3. Develop and implement an ECCDC staff development plan that supports the skills and competencies required of our staff to deliver on our strategic plan.
4. Build our capacity to provide timely and relevant information and research of emerging trends that supports the work of early learning professionals.





Summary

Guided by our values of collaboration, innovation, leadership, respect and professionalism, we will continue to invest over the next four years in the community to strengthen the capacity of early learning agencies and professionals to achieve success. The children and families in our community depend on it.

We will continue to advocate for a bright future where children have exceptional opportunities to grow and learn, and where families are supported with quality early learning and child care services that respects them as partners in their children's development.

We thank our members and partners for their support and look forward to continuing to collaborate together as we inspire excellence in early learning and child care.

We wish to acknowledge our members, partners, volunteers, Board of Directors and staff who contributed to the development of this strategic plan. We'd like to extend special gratitude to our Strategic Renewal Committee who worked diligently over the course of ten months to bring our strategic plan to fruition with guidance from Janet Emmett of emmett + associates.

For more information about the ECCDC please visit www.eccdc.org

Charitable Registration Number #107692212RR0001



Respect
Professionalism
Commitment
Collaboration
Leadership
Gratitude
Success
Achievement
Innovation
Dedication

eccdc

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