Strategic Plan 2012-2014

VISION STATEMENT

Our vision is of an effective Head Start Association that is volunteer-driven providing a voice that impacts appropriate policies for young children and their families.

Mission & BRAND STATEMENTS:

SPEAK **REPRESENT** **ADVOCATE**

The mission of the Texas Head Start Association (THSA) is to Speak, Represent and Advocate for the Texas 0-5 early childhood community.

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Strategic Issue #1 **Advocacy**: Increase partnerships with child care and Pre-K advocacy groups, Increase THSA representation on statewide boards that support early childhood education and family service provision, create systems to promote local program advocacy.		
Action Steps: **What is to be done?**	**Who will do it?**	**When will it be done?**
o Determine target statewide Boards, advisory committees, commissions etc. that impact young children, families and communities and ensure THSA membership. Including entities/groups in Austin and participating in applicable events.	THSA Board Officers	June 2012
o Create state annual report with talking points to THSA members to advocate on state ECE and Family services issues.	THSA Board Officers	December 2012 & Annually
o Strengthen collaborative partnership between THSA, Region VI HSA and NHSA to align priorities and advocacy efforts.	THSA Board Officers	June 2012 and on-going

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Strategic Issue #2 **Operations:** Staff and office to oversee the THSA operations including implementation of goals, objectives, policies, procedures, by laws, fund development, annual conference planning.		
Action Steps: **What is to be done?**	**Who will do it?**	**When will it be done?**
o Assess the feasibility of attainment and procurement of THSA staff & office in Austin ex. Investigate PT or FT staff person with satellite office in Austin; internship with self-starter college student and Grants to fund staff person;	THSA Executive, Finance and Personnel Committees	June 2013
o Determine duties of staff and office; write job descriptions and procure staff & office ex. Build a resource of all of THSA policies and procedures; Conference attendance grants to pay for some members attendance at conference or other trainings (see: page 8 bullet 3 of NHSA Plan);	Board Conference Planning Committee & THSA Staffer	December 2014 Or move to next strategic plan
o Review Annual conference Offerings based on needs assessment; determine feasibility of mini conferences for staff & parents.	Board Conference Planning Committee & THSA Staffer	January 2012 & Annually thereafter

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Strategic Issue #3 **Membership**: Increase membership: target unengaged programs and business/community partners. Review and increase member benefits to keep members engaged.		
Action Steps: **What is to be done?**	**Who will do it?**	**When will it be done?**
o Target ALL non-THSA Texas EHS/HS programs and Early Childhood & Family services providers and businesses for membership. Begin with program directors to increase memberships.	Membership Committee	January 2012 and on-going
o Develop an engagement plan to ensure members remain engaged.	Membership Committee	June 2012 for 2013 membership year
o Research Membership structure and benefits. Implement new structure. Ex. Current individual /program membership vs. Program membership that includes staff.	Membership Committee	January 2012 for 2014 membership year

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Strategic Issue #4 **Technology**: Upgrade the THSA website to include: a section for forums; a section for feedback for each HS/EHS content area (social networking), a learning community, an on-line training & professional development community including CDA training; video offerings of conference trainings, on-line payments for membership fees, conference payments and donations.		
Action Steps: **What is to be done?**	**Who will do it?**	**When will it be done?**
o Appoint an ad hoc THSA Technology committee to develop THSA technology plan.	THSA President	February 2012
o The Technology plan must include at minimum: Annually update plan; Develop job descriptions for web designer; Keep webpage updated; On line payments; links to register for conferences and membership payments.(work with finance committee); Develop social networks (work membership committee); CDA training; Use conference as a way of connecting with members; Content area policy IM policy section; Maintenance of an on-going source of content for the webmaster; Stay upgraded & implement new technology for providing feedback to stakeholders.	THSA ad hoc Technology Committee	June 2012
o Implement the Plan.	THSA ad hoc Technology Committee	January 2013