

Goal 1: The Council will provide strong leadership for the development of a high-quality system of early childhood development through collaborative planning, action and evaluation.

Objectives	Council Activities	Timeline	Quarterly Accomplishments
<p>1.a. Establish the structures, processes and staffing the Council needs to accomplish its collaborative goals.</p>	<p>Contract with a qualified individual to serve as executive director.</p> <p>Write and adopt bylaws.</p> <p>Create and support work of committees in achieving Council goals.</p> <p>Conduct meetings of full Council at least quarterly.</p> <p>Develop and implement processes for effective communication (e.g. email, conference calls, web-based meetings) among Council members between regular meetings.</p> <p>Maintain frequent contact with other state-level entities concerned with young children, including the Governor and Legislature</p> <p>Study and apply best practices in collaborative leadership; identify and address barriers and promote opportunities for collaboration.</p> <p>Research and pursue funding, technical assistance and in-kind contributions to support the Council and ECD system development.</p>	<p>Year 1, Qtr. 1</p> <p>Year 1, Qtr. 1</p> <p>Year 1, 2, 3</p> <p>Years 1, 2, 3</p> <p>Years 1, 2, 3</p> <p>Year 1, Qtr. 1-2</p> <p>Years 1, 2, 3</p> <p>Years 1, 2, 3</p>	<p>Contract signed and implemented</p> <p>Bylaws drafted and adopted</p> <p>Committees formed, tasks accomplished</p> <p>Quarterly meeting agendas, minutes and results of actions taken by Council</p> <p>Weekly communication among members and director</p> <p>At least two meetings and/or presentations monthly with state-level groups</p> <p>Seminar for Council and local ECD collaborative groups</p> <p>Ongoing review and action</p> <p>Additional resources as opportunities become available</p>

<p>1.b. Strengthen linkages and cooperation between the Council and local ECD collaborative groups.</p>	<p>Develop and implement processes for effective two-way communication between the Council and local collaborative groups.</p> <p>Involve representatives from local groups in the Council's work via committees, conference calls, local meetings and other means.</p>	<p>Years 1, 2, 3</p> <p>Years 1, 2, 3</p>	<p>Report submitted by director and approved by Council</p> <p>Communication with local groups at least twice monthly</p> <p>Quarterly visits to local communities by executive director, local representation on Council committees, etc.</p>
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<p>Goal 2: A full array of high-quality early childhood services will be available to families throughout the state.</p>			
<p>Objectives</p>	<p>Council Activities</p>	<p>Timeline</p>	<p>Quarterly Accomplishments</p>
<p>2.a. Improve access to services that young children and their families need to thrive.</p>	<p>Support the full implementation of WV Pre-K program, with universal access by 2013.</p> <p>Develop and implement a plan to assure the quality and availability of services for children from birth through age three, including technical assistance from Zero to Three.</p>	<p>Years 1, 2, 3</p> <p>Year 1, Qtr. 1-2</p> <p>Year 1, Qtr. 3-4</p> <p>Year 2, 3</p>	<p>Support and monitoring of implementation; outreach strategies across programs implemented</p> <p>Completion of Zero to Three's Self-Assessment Checklist</p> <p>Recommendations and plan</p> <p>Quarterly progress reports on implementation</p>

	<p>Develop and implement a plan to assure the quality and availability of early childhood mental health services, including a grant from the Technical Assistance Center for Social and Emotional Intervention.</p>	<p>Year 2, Qtr. 1-2 Year 2, Qtr. 3-4 Year 3</p>	<p>Needs assessment Recommendations and plan Quarterly progress reports on implementation Program participation rates reviewed at least annually; outreach strategies across programs implemented</p>
<p>2.b. Increase and enhance continuous quality improvement efforts throughout the ECD system.</p>	<p>Promote strategies that increase the overall participation of children and families in ECD programs, including outreach to under-represented and special populations.</p> <p>Support and publicize effective quality improvement efforts across ECD programs, including the Quality Rating and Improvement System for child care.</p> <p>Study and develop recommendations to reduce wage disparities across ECD system.</p>	<p>Year 1, Qtr. 2 Year 2, Qtr. 2 Year 3, Qtr. 2</p> <p>Year 1, Qtr. 3 Year 1, Qtr. 4 Year 3, Qtr. 3</p> <p>Year 2, Qtr. 1-2 Year 2, 3</p>	<p>Inventory of existing QI efforts and contact persons Directory of existing QI efforts developed and publicized throughout ECD system. Inventory update System-wide wage analysis and recommendations Support and monitoring of implementation</p>

3. West Virginia's early learning standards will be used throughout the ECD system.			
Objectives	Council Activities	Timeline	Quarterly Accomplishments
3.a. Expand the use of early learning standards by ECD programs.	Support and promote the use of WV Pre-K early learning standards for four-year-olds. Support and promote WV Pre-K's comprehensive school readiness model, including a comprehensive school readiness reporting system based on the WVELS and aligned with Head Start child outcomes. Support and promote the use of Infant/Toddler early learning standards, with TA from Zero to Three:	Years 1, 2, 3 Years 1, 2, 3 Years 1, Qtr. 1 Years 1, 2, 3	Publicity via the Council's website, written materials and other communications. Publicity via the Council's website, written materials and other communications. Strategic plan for implementing standards developed Support and monitoring of implementation
3.b. Include early learning standards in ECD professional education and development.	Promote the inclusion of WV Pre-K and Infant/Toddlers early learning standards in pre-service college course work. Promote the inclusion of early learning standards in in-service training throughout the ECD workforce.	Year 1, 2 Year 3 Years 1, 2, 3	Meetings with higher education Early learning standards embedded in course work Review, action planning and evaluation by Council members at least annually

Goal A: The ECD workforce will have the knowledge and skills needed to meet the needs of young children and their families, as well as opportunities to advance their careers.

Objectives	Council Activities	Timeline	Quarterly Accomplishments
<p>4.a. Expand professional development opportunities for the early childhood workforce at all credential levels.</p>	<p>Develop and widely disseminate a detailed, side-by-side comparison of credentialing requirements and employment options across systems.</p> <p>Conduct an inventory to identify and improve professional development opportunities across programs that enhance competencies and career advancement.</p>	<p>Year 1, Qtr. 2-4</p> <p>Years 2, 3</p> <p>Year 2, Qtr. 1-2</p> <p>Year 2, Qtr. 3-4</p> <p>Year 3</p>	<p>Side-by-side comparison developed and published</p> <p>Side-by-side report shared with prospective students, colleges and universities and apprenticeship programs</p> <p>Inventory conducted and shared among stakeholders</p> <p>Strategies developed to improve opportunities through collaboration and other means</p> <p>Strategies implemented and evaluated</p>
<p>4.b. Improve college-level preparation of early childhood educators.</p>	<p>Convene and coordinate an assessment of the capacity and effectiveness of the state's two- and four-year institutions of higher education in supporting the development of early childhood educators, including articulation agreements, career advancement plans and internships.</p>	<p>Year 2, Qtr. 1-2</p> <p>Year 2, Qtr. 3-4</p> <p>Year 3, Qtr. 1</p> <p>Years 3</p>	<p>Plan for assessment developed</p> <p>Assessment conducted</p> <p>Findings and recommendations shared and discussed with all stakeholders</p> <p>Action plan developed and implemented</p>

Goal 5. Families will have knowledge of and access to the resources they need and be involved in decisions about the services, programs and policies that affect them.

Objectives	Council Activities	Timelines	Quarterly Accomplishments
<p>5.a. Increase parent knowledge of and access to the full range of services and support they need for their families.</p>	<p>Examine the various approaches to family support across the ECD system (the comprehensive school readiness through WV Pre-K and Head Start, the Strengthening Families model through DHHR, and others) to identify and promote best practices and develop common understanding/language across ECD programs. Address cultural competency in this process.</p>	<p>Year 1, Qtr. 3-4 Year 2, Qtr. 1-2 Years 2, 3</p>	<p>Presentations and discussion at Council meetings Recommendations developed for coordinating and promoting family support across systems Support and monitoring of implementation</p>
<p>5.b. Strengthen the roles of parents in decisions about services for their children and about the policies and programs that affect their families.</p>	<p>Collect and publicize examples of best practices in parent leadership development in West Virginia and elsewhere. Involve parents in the work of the Council.</p>	<p>Year 2, Qtr. 3-4 Year 3 Years 1, 2, 3</p>	<p>Criteria established and call for examples issued Examples studied, verified and publicized. Parent participation in Council work groups, committees and public forums and meetings.</p>

Goal 6: ECD system planning, development and evaluation will be based on sound data and research.

Objectives	Council Activities	Timelines	Quarterly Accomplishments
<p>6.a. Enhance the availability and use of timely and credible data and research to improve the state's early childhood development system.</p>	<p>Review and discuss follow-up study of progress toward universal Pre-K to be conducted by REL-A. Review and discuss assessment of child care quality using environmental rating scales. Review and discuss other program and system studies and assessments, and take appropriate action as needed. (Also see assessments of quality and availability under Goal 2.a.)</p>	<p>Year 1, Qtr. 3 Year 1, Qtr. 4 Years 1, 2, 3</p>	<p>Review and action as needed Review and action as needed Review and action as needed</p>
<p>6.b. Increase the use of common data across systems in the planning and evaluation of the early childhood development system.</p>	<p>Conduct an inventory of all state data systems and data sets related to early childhood development. Develop a list of desired common data elements across programs. Develop recommendations for gathering and sharing common data.</p>	<p>Year 2, Qtr 1-4 Year 2, Qtr. 4 Year 3</p>	<p>Inventory completed Desired common data identified Recommendations made to participating state agencies; support and monitoring of implementation</p>

Goal 7: The public and policymakers will be knowledgeable and supportive of effective ECD programs and policies.			
Objectives	Council Activities	Timelines	Quarterly Accomplishments
7.a. Increase the public's understanding and support of effective early childhood development programs and policies.	<p>Create West Virginia-tailored messages and materials about early childhood development, with targeted messages for specific audiences, including business leaders.</p> <p>Using messages above, conduct a broad public relations campaign to raise awareness and build support for early childhood issues.</p> <p>Work with news media to cover stories about early childhood issues and programs.</p> <p>Engage the public in dialogue and action to improve the well-being of young children.</p>	Year 1, Qtr. 3-4	Messages and materials developed and disseminated
		Year 2, Qtr. 1	PR campaign developed
		Year 2, Qtr. 2	PR campaign launched
		Years 1, 2, 3	Press releases and news stories at least quarterly
		Years 2, 3	Public forum on key ECD issue held each year at 10 locations; findings publicized
7.b. Establish the Council as the central clearinghouse and advisory body on early childhood development research, policies and programs in West Virginia.	<p>Develop a Council website to serve as the communications hub, including up-to-date news, reports, resource information and links.</p> <p>Broadly disseminate information about West Virginia's early childhood programs in a variety of venues and formats, including presentations and reports to the Governor and Legislature.</p> <p>The council will provide multiple options for public input and comment regarding its plans and activities.</p>	Year 1, Qtr. 1	Website launched
		Year 1, Qtr. 1	Mailing and email lists established; social media plan developed and implemented
		Years 1, 2, 3	Information disseminated at least twice monthly
		Years 1, 2, 3	Public input and comment solicited at least annually