



# STRATEGIC PLAN 2021-2023

*MISSION: To enhance and support the capability of local Head Start programs in the delivery of high-quality services for our children and families.*



## INCREASE MEMBERSHIP BY EXPANDING THE FHSA VALUE PROPOSITION FOR MEMBERS

- Develop membership recruitment and retention plan to increase membership across all levels
- Increase member benefits by offering value-added services
- Develop a value proposition for each level of the FHSA membership through peer-to-peer professional networks



## INCREASE FUNDING FOR FHSA

- Establish realistic revenue growth strategies for the FHSA
- Elevate FHSA advocacy efforts at the state and federal levels through raising awareness and increase funding for the Dollar per Child/Child Advocacy Fund



## EXPAND UPON AND IMPROVE THE FHSA'S CURRENT COMMUNICATION TOOLS AND METHODS

- Increase the FHSA use of multi and social media to promote the brand and value of Head Start agencies
- Create a social media strategy to grow new followers and engagement
- Motivate Head Start and Early Head Start Programs to share informational content on their agencies successes and highlights with the FHSA



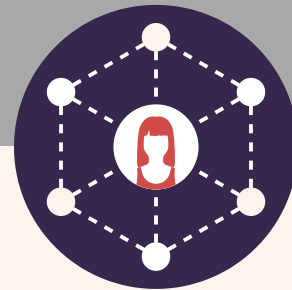
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## INCREASE EDUCATION, TRAINING AND AWARENESS TO EFFECTIVELY ENHANCE ADVOCACY AT THE LOCAL, STATE AND FEDERAL LEVELS

- Increase presence with state and local associations with a shared interest
- Develop Local Advocacy Education Plan and Toolkit for Head Start agencies
- Host local/grassroots advocacy events/campaigns to promote the FHSA and Head Start brand awareness



## ENHANCE OPPORTUNITIES FOR NETWORKING AND EDUCATION AT FHSA EVENTS

- Establish a buddy program for new directors and managers building capacity through partnerships and supporting Head Start agencies
- Boost member engagement at FHSA events by identifying and developing strategies to increase participation
- Provide enhanced year-round educational training and credentialing opportunities



## EXPAND COLLABORATIVE EFFORTS WITHIN THE STATE FOR HEAD START PROGRAMS

- Maintaining ongoing relationships with the Department of Children and Families, Department of Education, and Office of Early Learning
- Explore the possibility of MOU's with external nonprofit partners and state agencies
- Establish partnerships between FHSA and Colleges / Universities / State Univ. System / and Ind. Colleges and Univ. (ICUF ) (at the local level)