

SDHSA Strategic Plan 2019	Who is Responsible	Completion Target	Measure of Completion	Complete-Yes/No/Part	How does this make a difference?
Goal Area 1: Building Awareness - SDHSA will build awareness of the importance of early childhood and the role of Head Start as a comprehensive program within that system.	Promotional Items through HSCO Contract				
1.1 Emphasize the Importance of Early Childhood	Importance Committee	Dec-19	Infographics, Brochures, PSA on PBS, Kelo Living, Present @Conferences		
1.1.1 Build awareness of School Readiness	Importance Committee, ED	Dec 2019 Q1 due Mar 2019	Committee completes Media releases quarterly		
1.1.1a Build awareness of Developmental Appropriateness	Importance Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		
1.1.1b Highlight the high quality of early childhood	Importance Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		
1.1.1c Promote Family Engagement in relation to Head Start's success	Importance Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		
1.1.1d Promote and site the use of SD ELG/HS ELOF as guidelines	Importance Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		

<b>Goal Area 1: Building Awareness - SDHSA will build awareness of the importance of early childhood and the role of Head Start as a comprehensive program within that system.</b>					
1.2 The Impact of Head Start - awareness of our work	Impact of HS Committee	Dec 2019 Q1 due Mar 2019	Infographics, Brochures, PSA on PBS, Kelo Living, Conference presentations		
1.2.1 Outline Services Provided	Impact of HS Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		
1.2.2 Explain Eligibility and who uses Head Start	Impact of HS Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		
1.2.3 Use data to demonstrate the impact of services	Impact of HS Committee, ED	Quarterly determined by committee	Committee completes Media releases quarterly		
1.3 Highlight local program news stories and send them to Policy Makers	Sharing Committee, Local programs, ED	Template in Jan 2019, follow up throughout year	Calendar and template for program highlights		

<b>Goal Area 2: Advocacy - SDHSA will advocate for SD children and families, and tell the story of Head Start</b>	Committees, BOD, Prog Dir, ED				
2.1 Increase advocacy efforts to promote early childhood education, including Head Start	Local Programs, ED, Committees	Jan 2019, ongoing	Print and display items, Media posts, Presence at conferences, Presence		
2.2 Use technology to create stronger stakeholder awareness					
2.2.1 Devise technology system to support grassroots efforts to address Head Start issues	ED, Committees, BOD	Summer 2019	Distribution list, methods & information, Share beyond HS (SDAEYC, Schools, etc)		
<b>Goal Area 3: Partnerships and Collaborations - SDHSA will strengthen existing partnerships to support collaboration in reaching shared goals surrounding children and family needs.</b>					
3.1 Work toward richer partnerships and collaborations with current and future partners	ED, Board, Prog Directors	ongoing	Stronger partnerships, new partners		
3.2 Find gaps in services for children by analyzing Needs Assessments	Local programs, ED, Data Committee	2020	Report on gaps, determine actions		
3.3 Program reports will share partnership and collaboration information	Program Directors	begin 1/10/19	Establish as part of BOD mtg Prog Rep		

<b>Goal Area 4: Data Systems - SDHSA will work to develop data systems within Head Start and across statewide systems.</b>					
4.1 Determine what state data should be readily available for distribution	Data Committee, ED	ongoing	data systems advancement		
4.2 Continue working with Department of Education	Data Committee, ED	ongoing	sharing of state data		
4.3 Use statewide data to support and drive decisions	Data Committee, ED	PIR analysis 1/2019	Data Analysis completed and info to committees		
<b>Goal Area 5: Professional Development - SDHSA will provide early childhood professional development opportunities</b>					
5.1 Identify gaps in training through surveys and other sources, and find ways to provide, promote, host or be involved in training topics across Early Childhood spectrum	ED, Directors, HSCO, TTA	ongoing, 7/2019	Surveys, Evals, Comments		
5.2 Support and participate in the Early Learning Guidelines rollout and subsequent training	Ed, Directors, HSCO	ongoing	SDECE, Systems Change Conf		
5.2.1 Association will promote the release of SD Early Learning Guidelines on the HSCO Step Up website	ED, Directors, HSCO	Ongoing - 1/2019	Update information and links on all SDHSA Media		
5.2.2 Support and participate in Training on ELG	ED, HSCO, Directors, Staff	Oct/Apr 2019	Session Participation at SDECE and Systems Change		
5.2.3 Support and Participate in the Alignment of ELG with State Kindergarten Standards	ED, HSCO, Directors, Staff	2019	Facilitate meeting of statewide stakeholder		

**Create Committees for Building Awareness, Advocacy, and Sharing Head Start Stories**

**Importance of Early Childhood**

Template created to address items in Goal 1.1 Committee completes template and returns to SDHSA quarterly beginning Mar 2019

**Impact of Head Start**

Template created to address items in Goal 1.2 - Committee completes template and returns to SDHSA quarterly beginning Mar 2019

**Sharing HS Stories**

Goal 1.3 Highlight local program news - a) Develop Template for individual program use, and 12 month calendar/schedule for programs to highlight a staff, parent, graduate, etc.  
b) Local program completes template and returns to committee. Committee approves and forwards to