Audubon Area Head Start Strategic Planning Session

Executive Summary

Date: June 21-22, 2023

Location: Audubon Area Head Start Program

The strategic planning session held on June 21 and 22 at the Audubon Area Head Start Program was a highly productive event, engaging 40 participants representing the service region. The diverse group included teachers, family advocates, executive team members, policy council members, and board members, ensuring comprehensive input from various stakeholders.

The primary objective of the session was to develop a comprehensive strategic plan that responds to the identified needs of the service area and aligns with the findings of the 2023 Community Needs Assessment. The process was informed by the valuable resources available on the Early Childhood Learning and Knowledge Center (ECLKC) website, providing evidence-based strategies and best practices.

Appreciative Inquiry and the 5 Whys technique were utilized to guide the strategic planning process. Appreciative Inquiry facilitated a strengths-based approach, enabling participants to identify and leverage the organization's positive attributes. The 5 Whys technique helped delve deeper into challenges and root causes, facilitating a thorough understanding of obstacles and opportunities for improvement.

During the session, both the strengths and challenges of the organization were identified and leveraged to inform the development of the 2023 AAHS Strategic Plan. By building upon existing strengths and proactively addressing challenges, the organization will enhance its operational efficiency and effectiveness in delivering high-quality early childhood education services. The following table illustrates the identified strengths and challenges during the strategic planning session.

STRENTHS	CHALLENGES
Support of management/ staff	Mental Health
Federal Funding	Retaining Staff
Opportunity for advancement	Geographical locations
Collect a lot of data	Communication
Comprehensive services	Broad service region (logistics)
Adaptability	Technology-hardware connectivity
Long term focused Funding limitations/restrictions	
Professional Development	Competitive wages
Data Team	Limited EHS Slots
Local Community Partnerships	Limited community resources

Strength Based	Excessive responsibility due to limited staffing
Knowledgeable support teams	Aging facilities
Technology	Lack of awareness of programs and opportunities
Local Leadership	Behavioral/communication with families/trauma
Clear policies and procedures	
Self-Assessment Plan	
Furthering Staff Education	
Growing need/Flexibility/Program Options	

The strategic planning session culminated in the development of four strategic program goals and objectives that address the identified needs and priorities of the service area. These goals and objectives will serve as a roadmap to guide the Audubon Area Head Start Program's future initiatives and decision-making processes, ensuring a focused and impactful approach.

2023-2028 PROGRAM GOALS

PROGRAM GOAL 1 (PROGRAM/AGENCY): HS/EHS to continue as a necessary and needed program in our communities to promote school readiness of enrolled children.

Objective 1: AAHS will increase awareness of community resources and partners in and around our service areas to increase enrollment.

Objective 2: AAHS will develop and implement a system for identifying and tracking active community providers and resources throughout our service area.

Objective 3: AAHS will empower families to advocate locally for community resources and services to increase Community Partnerships

Objective 4: AAHS will continue to utilize committees while also identifying additional committees to strengthen community partnerships.

PROGRAM GOAL 2 (DATA/DECISION MAKING): Analyze integrated data to optimize child/family outcomes.

Objective 1: AAHS will assess data for accuracy monthly.

Objective 2: AAHS will improve collaboration across content areas to analyze data more comprehensively.

Objective 3: AAHS Data managers will disseminate data and reports at manager meetings to improve local decision-making process.

PROGRAM GOAL 3 (Staff/Workforce): Recruit, retain, and develop a qualified and highly skilled workforce.

Objective 1: AAHS will enhance recruitment efforts to obtain qualified employees.

Objective 2: AAHS will develop an onboarding and orientation process to increase staff retention.

Objective 3: AAHS will invest in staff development and professional growth to retain highly skilled staff.

PROGRAM GOAL 4 (CHILDREN/FAMILIES/COMMUNITY): Cultivate strength-based family partnerships that provide opportunities for staff and families to increase knowledge and skills to meet the social-emotional needs of the children.

Objective 1: AAHS will utilize a proactive approach in creating consistent routines to support attendance and social-emotional development.

Objective 2: AAHS will collaborate with family and community partners to educate and support children with social and emotional needs.

Objective 3: AAHS will educate and support staff in meeting the individualized social-emotional needs of children.

The outcomes of the strategic planning session exemplify the commitment and dedication of all participants towards the betterment of early childhood education within the service area. The process, informed by resources from the ECLKC website and guided by Appreciative Inquiry and the 5 Whys technique, ensured a comprehensive and collaborative approach to strategic planning.

The developed strategic plan will serve as a guiding framework, enabling the Audubon Area Head Start Program to meet the evolving needs of the community. By aligning with the community's needs and leveraging internal strengths, the organization will continue to make a significant and sustainable impact on the lives of children and families.

Thank you for allowing me the opportunity to work with you and your organization during the development of the AAHS Strategic Plan.

Respectfully,

John W. Roden Consultant

PROGRAM GOAL 1 (PROGRAM/AGENCY): HS/EHS to continue as a necessary and needed program in our communities to promote school readiness of enrolled children.

EXPECTED OUTCOMES

(PFCE LINKAGE) Family Wellbeing (SR LINKAGE) Early Intervention key to school success

OBJECTIVE 1

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
	Achieve and	Retain	Same as Year 2	Same as Year 2	Evaluate overall impact of objectives and activities to increase	
AAHS will increase	maintain full	community			community awareness of program services.	
awareness of community	funded	partnerships				
resources and partners in and around our service	enrollment within both HS and EHS	and continued awareness to				
and around our service areas to increase	programs.	the community.				
enrollment.	programs.	the community.				
ACTIVITIES OR						
ACTION STEPS TO			munity providers/s			
MEET OBJECTIVE:		2 variance and mannering plant to around now branches to more and grew an or community parameter				
	-			•	to increase awareness of program services to the community.	
	Reach out	to fellow Head Sta	ort Agencies, to lear	n ideas for increasii	ng enrollment and growth of community partners.	
DATA, TOOLS, OR MET	THODS FOR TRAC	KING	ANTICIPATED	CHALLENGES:		
PROGRESS:						
•	mmunity Representat	tive retention		a market plan		
 Increased staff par 	ticipation			•	county service area	
• Budget			Communities lack of knowledge about the agency's purpose and services			
 Data Report 						
YEAR 1 PROGRESS	Created a	community partner	recruitment quide	to include in Parent	Engagement Binders that aligns with each of the selection criteria.	
1L/III 1 I ROUNESS				hroughout the progr		
				nildren and families with support from community partnerships.		
		Г	10 P			

OBJECTIVE 2	EXPECTED OUTCOMES						
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will develop and implement a system for identifying and tracking active community providers and resources throughout our service area.	Children will have an increase in Child outcomes for Health, Education, Behavior, etc.	Same as Year 1	Same as Year 1	Same as Year 1	Evaluate overall impact of Child outcomes throughout the AAHS		
ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	Develop aAnalyze aDevelop a	n action plan to im nd evaluate modific resource guide list	plement strategies leations and adjust a ing various commu	s necessary. Inity partners through	nually. d available resources. ghout the service area.		
DATA, TOOLS, OR MET PROGRESS:	HODS FOR TRAC	KING	ANTICIPATED	ANTICIPATED CHALLENGES:			
 SharePoint/Google Doc Parent Interest Form Parent Survey Data Report Parent interviews and focus groups PIR data on provided or referred community services 			 Lack of Community Resources Parent Participation Technology 				
YEAR 1 PROGRESS			online database wit		nmunity resources from across all service areas. These resources will		
OBJECTIVE 3				EXPECTED OU	UTCOMES		
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will empower families to advocate locally for community resources and services to increase Community Partnerships	Increased collaboration among community organizations, government agencies, and local businesses, leading to a stronger partnership network.	Same as Year 1	Same as Year 1	Same as Year 1	Evaluate overall impact of objectives and activities to assess the need of an increase in Community Partnerships with AAHS.		

ACTIVITIES OR
ACTION STEPS TO
MEET OBJECTIVE:

- Utilize Parents Needs Assessment
- Community Agencies attend parent training/offer opportunities to have their own training.
- Evaluate the community partnerships annually

DATA, TOOLS, OR METHODS FOR TRACKING PROGRESS:	ANTICIPATED CHALLENGES:		
 Parent focus groups and survey summaries Explore AACS Databases PIR data on provided or referred community services 	 Technology Parent Participation Lack of Resources Geographical impact of 16-county service area 		
YEAR 1 PROGRESS • Established relationships with	th local agencies and organizations to ensure families are aware of and can access available services		

- Established relationships with local agencies and organizations to ensure families are aware of and can access available services.
- Utilized social media, websites, or apps to disseminate information, gather feedback, and engage with families.
- Created and enhanced networks of families, community organizations, and service providers to foster collaboration and share information.

OBJECTIVE 4		EXPECTED OUTCOMES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will continue to utilize committees while also identifying additional committees to strengthen community partnerships.	AAHS effectively utilizes existing committees, fostering improved communication, collaboration, and decision-making within the organization.	AAHS identifies and establishes additional committees focused on community partnerships, enabling a proactive approach to engage stakeholders, seek input, and leverage local resources.	Community partners express increased satisfaction and participation in AAHS initiatives, fostering a sense of ownership and shared responsibility	AAHS committees actively collaborate with external organizations, such as local businesses, non- profits, and educational institutions.	Establish new committees dedicated to community partnerships that empowers AAHS to address emerging challenges, adapt to evolving community needs, and leverage collective expertise		

ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	 Research different service groups/committees outside the organization. Community Networking Develop a research tool to identify different service groups/committees Successful networking event to identify additional committees Networking event twice a year. 						
	DATA, TOOLS, OR METHODS FOR TRACKING ANTICIPATED CHALLENGES:						
PROGRESS:	PROGRESS:						
 Internet/Web 		Lack of Community Resources					
Policy Council		Geographical impact of 16-county service area					
Agency Committee	es						
YEAR 1 PROGRESS	 our service area was shared. AAHS solicited input from or growth. 	il members were involved in Strategic Planning and Self-Assessments where feedback and information about ommittee members and community stakeholders to identify areas for improvement and opportunities for get a unique perspective of stakeholders from across content and service areas.					

PROGRAM GOAL 2 (DATA/DECISION MAKING): Analyze integrated data to optimize child/family outcomes.

(SR LINKAGE) ALL School Readiness Goals (PFCE LINKAGE) ALL PFCE Domains

OBJECTIVE 1	EXPECTED OUTCOMES						
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will assess data for accuracy monthly	Review and revise monitoring plans to ensure compliance that results in more effective child family staffing	Rollout annual trainings to improve consistent messaging among Specialists to improve quality of data entry and collection	Evaluate monitoring plan and compare effectiveness of data to ensure plan is resulting in improved data accuracy	Continue to evaluate monitoring plan and adapt protocols to ensure continuous improvement in data accuracy	Evaluate overall improvement of data accuracy		
ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	ION STEPS TO • Ensure all staff receive proper training that aligns with job duties						
DATA, TOOLS, OR ME	THODS FOR TRACKIN	NG PROGRESS:	ANTICIPATED CHAL	LENGES:			
Train new staff and retrain existing staff Monthly Monitoring plans Timely assignment of caseloads in ChildPlus Train new staff and retrain existing staff Integrating content areas Four data systems to integrate							
YEAR 1 PROGRESS							

OBJECTIVE 2	EXPECTED OUTCOMES						
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will improve collaboration across content areas to analyze data comprehensively	Restructure data team to ensure integration of data across all content areas and data streams	Create a plan to optimize data presentation and efficiency	Evaluate implementation of integrated data and adapt as necessary	Evaluate and adapt	Evaluate overall effectiveness of integrated data and collaboration across content areas		
ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	 Educational goals linked to family services/parenting curriculum Utilize cross walk to improve collaboration from classroom curriculum to parent curriculum Restructuring of data team to improve integration across content areas Correlate data across all content areas to ensure that comprehensive services are working together to optimize school readiness child outcomes. More intentional data driven conversations during LAM meetings to compare data Data shared prior to deadlines Disseminate improved monitoring plan 						
DATA, TOOLS, OR ME	THODS FOR TRACKIN	G PROGRESS:	ANTICIPATED CHALI	LENGES:			
Monitoring plan			Structure of Data Team				
YEAR 1 PROGRESS	 Included content area experts in Data Team Meetings to provide input in and ensure implementation. Data Analysis Specialist now attends content area meetings to increase knowledge of all content area data. 						
OBJECTIVE 3			EXPECTED OUTCOME	S			
Observer	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will disseminate data and reports at manager meetings to improve local decision making processes	Determine data sets pertinent and beneficial for making local level decisions that impact outcomes	Create effective processes to present data that is meaningful	Evaluate how the use of data is impacting child family outcomes	Evaluate and adapt	Evaluate overall effectiveness of continuous improvement that results from targeted integrated data		
ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	Reconstruction	f information from field to of LAM meetings to intent veness of reporting	data analyst and back. ionally discuss outcomes ar	nd improvement measures			

DATA, TOOLS, OR METHODS FOR TRACKING PROGRESS:		ANTICIPATED CHALLENGES:	
Focus groups of LAMs and LAMAs		Integrated data	
PIR to drive what data is re	ported on	Data visualization	
		End of enrollment reports show missing even though it isn't due	
YEAR 1 PROGRESS		anager meetings to drive continuous improvement. ngs to provide input in creating and updating goals.	

PROGRAM GOAL 3 (Staff/Workforce): Recruit, retain, and develop a qualified and highly skilled workforce.

(SR LINKAGE): SUPPORTS ALL School Readiness Goals

OBJECTIVE 1		E	XPECTED OUTCOMES	S			
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5		
AAHS will enhance recruitment efforts to obtain qualified employees.	Create public relations/talent recruitment plan.	Establish and maintain relationships within communities that include public, private, and non-profit sectors.	Increased engagement with community partners	Evaluate progress and course correct	Evaluate data from year 4 implementation and revise plan as needed to increase recruitment/ program goal outcome		
		Increased media presence (virtual/print- based/television)					
ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE: DATA, TOOLS, OR ME	Develop a Public Relations/Marketing Plan Consider establishing a Public Relations/Talent Recruiter position Obtain approval Educate/ Train hire to be professional in all aspects of the program. Build relationships with community program/ resources Collect employee application data Collaborate to enhance social media presences Employ various marketing strategies Implement and review exit interviews THODS FOR TRACKING PROGRESS: ANTICIPATED CHALLENGES:						
Review staff shortage dat					red wage increases.		
YEAR 1 PROGRESS	 Expanded recruitment efforts to include social media. Utilized job fairs to improve recruitment efforts. Created a one-pager to share opportunities and benefits of working at AAHS. Created yard signs with QR codes to link potential staff to employment website. Created recruitment materials to utilize in areas with staffing challenges. Agency employed an Outreach Coordinator to improve branding and outreach efforts in our service area. 						

OBJECTIVE 2	EXPECTED OUTCOMES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
AAHS will develop an onboarding and orientation process to increase staff retention.	Establish and implement a process for onboarding/ orientation process	Evaluate for decreased staff turnover rates and adjust as needed	Evaluate for decreased staff turnover rates and adjust as needed	Evaluate for decreased staff turnover rates and adjust as needed	Evaluate the overall impact of objectives on turnover rates	
ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	Utilize focus groups and/or team meetings with current staff and content managers to identify new hire needs Establish a process for the onboarding of new team members Create a survey to evaluate orientation onboarding process Note: one/ two year staff work additional hours to compensate for lack of onboarding training at the beginning of new employment. Staff who struggle to comprehend how to complete job requirements to gain confidence in their role when taking over established classrooms or caseloads.					
DATA, TOOLS, OR ME	ETHODS FOR TRACKING	PROGRESS:	ANTICIPATED CHALLENGES:			
Review turn Turnover of new employees Review performance evaluations to measure			Time and work schedules Transform current practices Change expectations			
YEAR 1 PROGRESS	 Created a comprehensive onboarding process for staff including 2 weeks of intensive training for teaching staff. Health and Family Services staff receive intensive training prior to being placed in their respective positions to help ensure staff are better prepared to handle job duties once assigned. All new staff also attend program orientation that welcomes new staff and provides an overview of the program's scope. 					
OBJECTIVE 3	EXPECTED OUTCOMES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
AAHS will invest in staff development and professional growth to retain highly skilled staff.	To create a mentor/coaching program for each content area. To create and implement a wage improvement plan to encourage professional growth.	Identify potential mentor coaches and implement process created from coaching/mentorship program.	Evaluation of mentorship/ coaching program and wage improvement plan processes and implement corrections.	Review data to evaluate retention in relation to mentorship program.	Evaluate the impact of staff development and professional growth	

ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	Create job description/qualifications addendum for coaching/mentor. Create a wage improvement plan. Identify potential mentors for each content area.			
DATA, TOOLS, OR METHODS FOR TRACKING PROGRESS:				
Review turnover rates Review performance evaluations for effectiveness		Funding Approval process Modification of current pay structure		
YEAR 1 PROGRESS	 AAHS utilizes data to inform program of professional development opportunities. Professional Development participation has increased due to an improved awareness of opportunities. Improved incentive pay for achieving specific credentials. 			

PROGRAM GOAL 4 (CHILDREN/FAMILIES/COMMUNITY): Cultivate strength-based family partnerships that provide opportunities for staff and families to increase knowledge and skills to meet the social-emotional needs of the children.

EXPECTED OUTCOMES

(PFCE LINKAGE) GOAL #3 Families as Lifelong Educators (SR LINKAGE) Social & Emotional Domain

OR IFCTIVE 1

OBJECTIVE I	EXPECTED OUTCOMES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
AAHS will utilize a proactive approach in creating consistent routines to support attendance and social-emotional development. ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:	Children and families receive comprehensive support according to identified needs resulting in improved attendance and child outcomes Identify barriers Identify support Provide training Analyze and eva Strengthening co	Children and families receive comprehensive support according to identified needs resulting in improved attendance and child outcomes. In the community and we sand resources within the to staff on supportive conducte systems and process communication on the imprese with attendance issues.	Children and families receive comprehensive support according to identified needs resulting in improved attendance and child outcomes ithin the family that negative e community to minimize barnversations to support relationses related to recording and coortance of attendance	Children and families receive comprehensive support according to identified needs resulting in improved attendance and child outcomes ly impact consistent routine rriers. Inships with families. Idocumenting attendance.	Evaluate overall impact of objectives and activities to assess attendance and social- emotional needs	
DATA, TOOLS, OR METHODS FOR TRACKING PROGRESS:			ANTICIPATED CHALLENGES:			
 Identify and analyze attendance monitoring reports AAHS training website, SharePoint, Child Plus, Ready Rosie Family needs assessment Child Outcomes CLASS Curriculum and curriculum fidelity checks Family Partnership Agreement and goals DataSay monitoring Training evaluations 		 Enrollment turnover Staff turnover Lack of community resources Inconsistency with data Technological disruptions Changes or updates to technology systems District partnerships 				

YEAR 1 PROGRESS Monitored consistent classroom routines and procedures, including arrival, transitions, and dismissal, to create a stable learning environment. Trained managers on key indicators to recognize effective social emotional practices in classrooms. Identified and addressed barriers to regular attendance, such as transportation, health issues, or family challenges, through targeted support services. **OBJECTIVE 2 EXPECTED OUTCOMES** YEAR 1 YEAR 2 YEAR 3 YEAR 4 YEAR 5 Children and families Increased collaboration Staff will assist families Overall improvement of Evaluate overall impact AAHS will collaborate PFCE Goals/Outcomes of objectives and with family and between staff and receive in fostering social and community partners to families as well as staff comprehensive emotional development activities to increase educate and support and community support according to resulting in strengthened collaboration with family partnerships children with social and identified needs family and community partners to support emotional needs. social emotional resulting in enhanced partners. development engagement. **ACTIVITIES OR** ACTION STEPS TO Utilize information from the initial All About our Family assessment to establish baseline data. **MEET OBJECTIVE:** Continue efforts and collaborations with families and community resource providers. Continue efforts to document family needs/barriers in Child Plus Staff utilize child and family staffing to coordinate a proactive approach with families. Managers monitor child and family staffing routinely for quality. Staff follow the AAHS Monitoring Plan to evaluate progress at each local level. Utilize parent engagement kits to increase parent participation. **ANTICIPATED CHALLENGES:** DATA, TOOLS, OR METHODS FOR TRACKING PROGRESS: Identify and analyze attendance monitoring reports Enrollment turnover AAHS training website, SharePoint, Child Plus, Ready Rosie Staff turnover Community Needs Assessment Lack of community resources Community Resource Guide Inconsistency with data Technological disruptions Child Outcomes Changes or updates to technology systems Curriculum and curriculum fidelity checks Family Partnership Agreement and goals District partnerships DataSay monitoring Training evaluations YEAR 1 PROGRESS Collaborated with Kentucky Regional Training Center to provide Social Emotional training at our annual Summer Institute. Audubon Area Community Services Care Clinic educated staff about resources on mental health services they provide to families.

OBJECTIVE 3	EXPECTED OUTCOMES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
AAHS will educate and support staff in meeting the individualized social-emotional needs of children. ACTIVITIES OR ACTION STEPS TO MEET OBJECTIVE:						
needed. • Dedicated days within our onboarding to			classroom support advocates which provide extended modeling for staff when			