

VERSION 1.0
2018



STRATEGIC PLAN

2018-2020

SOUTHERN EARLY CHILDHOOD ASSOCIATION
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The latest version of this plan was approved by the SECA board at the summer board meeting July 2018

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STRATEGIC PLAN

The Southern Early Childhood Association (SECA) is committed to improving the quality of care and education for young children and their families through advocacy and professional development.

GOAL 1

SECA will develop new committee structures that serve under the each of the board commissions including leadership, membership, and professional development. This will include identifying members for committees outside of the current board of directors as well as identifying responsibilities with timelines.

	Specific Goals:
Year 1 (FY 2018):	Center-Based Membership Committee Social Media Committee General Membership Committee Day of Joy Committee Glenda Bean Award Committee Conference Committee
Year 2 (FY 2019):	Create timelines and measurable goals Align committees with focus groups Finance Committee Directional Insights
Year 3 (FY 2020):	Add committee for regional conferences Add committee for advocacy efforts

GOAL 2

Identify focus areas and audiences to direct the efforts of the association.

FOCUS AREAS

The board identified three focus areas. These include (1) appropriate social-emotional development, (2) value of play for learning in PreK and kindergarten, and (3) supporting Power to the Profession efforts as they relate to the SECA states.

FOCUS GROUPS

SECA has always been a resource to the practitioner in the classroom, but we feel that our state affiliates do the best job meeting the needs of this target groups. In recent years, SECA expanded its focus to new groups including home visitors and the faith-based community (FY 2018). In the coming years, SECA will expand efforts directed toward new groups (FY 2019 & 2020) including higher education instructors/researchers in early childhood and leaders/directors of programs.

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GOAL 3

SECA will update its communications and technology. This includes the establishment of a social media committee (FY 2018) and expanded efforts in the use of social media to include Facebook, Instagram, Twitter, and Pinterest (FY2019). SECA will also plans to update the website (ongoing) and switch to a better membership management software (FY2019).

GOAL 4

SECA will expand modalities of professional development.

YEAR 1 (FY2018):

Implement one new modality to include webinars.

YEAR 2 (FY2019):

Implement at least one new modality to include topic-based event directed toward our focus groups and/or research poster sessions at conference.

YEAR 3 (FY2020):

Implement at least one new modality to include podcasts, additional topic-based event, and/or additional webinars.

GOAL 5

SECA will implement a marketing plan.

YEAR 1 (FY2018):

Establish marketing committee.

YEAR 2 (FY2019):

Engage in strategic partnerships to add member benefits and value.

YEAR 3 (FY2020):

Expand partnerships with sponsors and vendors.

GOAL 6

Review and update web materials to reflect our identified focus areas.

YEAR 1 (FY2018):

Update to reflect focus areas.

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YEAR 2 (FY2019):

Create a new website, update position statements, and further develop focus areas.

YEAR 3 (FY2020):

Add podcasts and continued expansion of the focus areas.

GOAL 7

Continue to review and revise this strategic plan to maintain a three to five year outlook.