



**2025-2028  
Strategic Plan**

# Child Development Council Guiding Principles

## MISSION

The Child Development Council of Central New York, Inc. promotes and advocates for the healthy development and well being of children and families at home, in child care, and in our community through inclusive, individualized services, education, and connections to community resources.

## VISION

Ensuring caregivers have the resources to give children the best possible start in life.

## VALUES

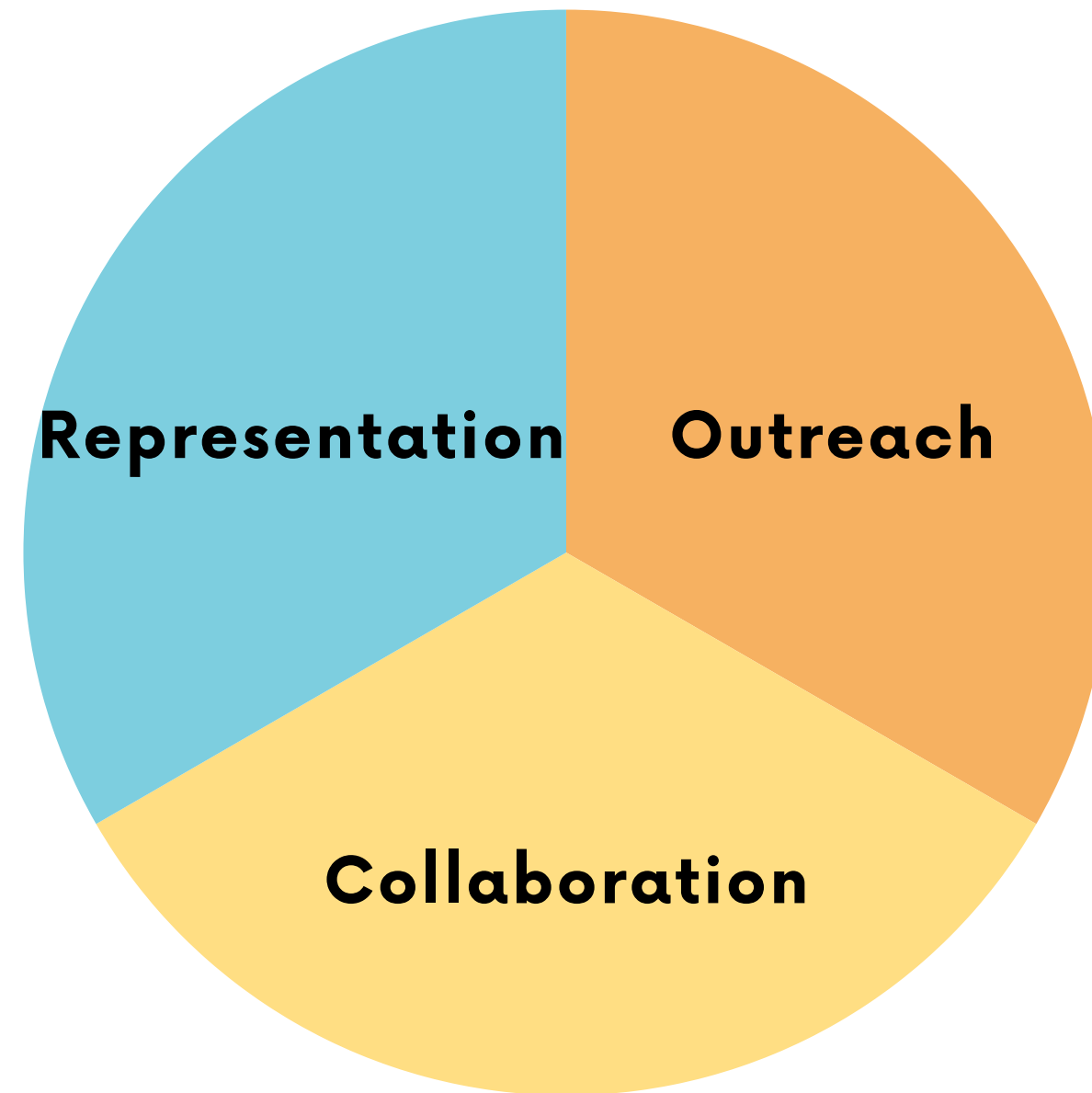
The Values of the Child Development Council are Community, Growth, and Inclusivity.

**Community:** The Child Development Council fosters healthy and compassionate environments that promote wellbeing.

**Growth:** The Child Development Council embraces the evolving nature of the community and adapts our approach accordingly.

**Inclusivity:** The Child Development Council celebrates individuality and advocates for equity and belonging.

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**IMPACT**

**Improving outreach efforts, increasing collaborations with community partners, and ensuring equitable representation provides the foundation for maximizing the potential of families and caregivers of young children in Cortland and Tompkins Counties.**

# Child Development Council Strategic Plan 2025-2028

## Representation

- Connect with families and caregivers of young children not currently served by the Council
- Expand and enhance services in response to community needs

- Identify populations of families and caregivers of young children not connected with the Council and assess barriers that prevent utilization of services
- Develop an outreach plan to connect with families and caregivers of young children, particularly those not already utilizing Council services
- Evaluate current Council services and identify opportunities to expand or enhance services in response to unmet needs of families and caregivers of young children in alignment with agency mission and resources

## Outreach

- Optimize foundational knowledge of agency functions among team
- Develop standards for internal and external agency materials to promote consistency and recognition
- Streamline outreach and marketing processes to promote impact
- Create a Community Services program to offer additional services to families and care givers of young children to address unmet needs

- Develop Organizational Resources Binder to increase access to agency information
- Enhance team development opportunities
- Refine processes and expand capacity to facilitate outreach activities; develop resources and materials to ensure impactful community events
- Develop engaging marketing materials and distribute intentionally to reach families and caregivers of young children, particularly those not already utilizing Council services
- Expand Warmline services
- Develop supported Play Space
- Assess and address need for Mental Health Consultant to provide support to families and caregivers of young children

## Collaboration

- Ensure current and future collaborations align with agency values
- Build capacity to address unmet needs by leveraging collaborations

- Evaluate current and prospective collaborations, grants, and contracts for alignment with agency values and resources
- Analyze needs of local families and caregivers of young children to determine gaps in services
- Form and maintain intentional collaborations for the purpose of leveraging connections to provide high quality services to families and caregivers of young children

## PRIORITY #1

### REPRESENTATION

#### STRATEGIES

- **Connect with families and caregivers of young children not currently served by the Council**
- **Expand and enhance services in response to community needs**

#### TACTICS

- **Identify populations of families and caregivers of young children not connected with the Council and assess barriers that prevent utilization of services**
- **Develop an outreach plan to connect with families and caregivers of young children, particularly those not already utilizing Council services**
- **Evaluate current Council services and identify opportunities to expand or enhance services in response to unmet needs of families and caregivers of young children in alignment with agency mission and resources**

## PRIORITY #2

# OUTREACH

## STRATEGIES

- Optimize foundational knowledge of agency functions among team
- Develop standards for internal and external agency materials to promote consistency and recognition
- Streamline outreach and marketing processes to promote impact
- Create a Community Services program to offer additional services to families and caregivers of young children to address unmet needs

## TACTICS

- Develop Organizational Resources Binder to increase access to agency information
- Enhance team development opportunities
- Refine processes and expand capacity to facilitate outreach activities; develop resources and materials to ensure impactful community events
- Develop engaging marketing materials and distribute intentionally to reach families and caregivers of young children, particularly those not already utilizing Council services
- Expand Warmline services
- Develop supported Play Space
- Assess and address need for Mental Health Consultant to provide support to families and caregivers of young children

## PRIORITY #3

# COLLABORATION

## STRATEGIES

- **Ensure current and future collaborations align with agency values**
- **Build capacity to address unmet needs by leveraging collaborations**

## TACTICS

- **Evaluate current and prospective collaborations, grants, and contracts for alignment with agency values and resources**
- **Analyze needs of local families and caregivers of young children to determine gaps in services**
- **Form and maintain intentional collaborations for the purpose of leveraging connections to provide high quality services to families and caregivers of young children**

## 2025-2028 STRATEGIC PLAN IMPACT

Improving outreach efforts, increasing collaborations with community partners, and ensuring equitable representation provides the foundation for maximizing the potential of families and caregivers of young children in Cortland and Tompkins Counties.

