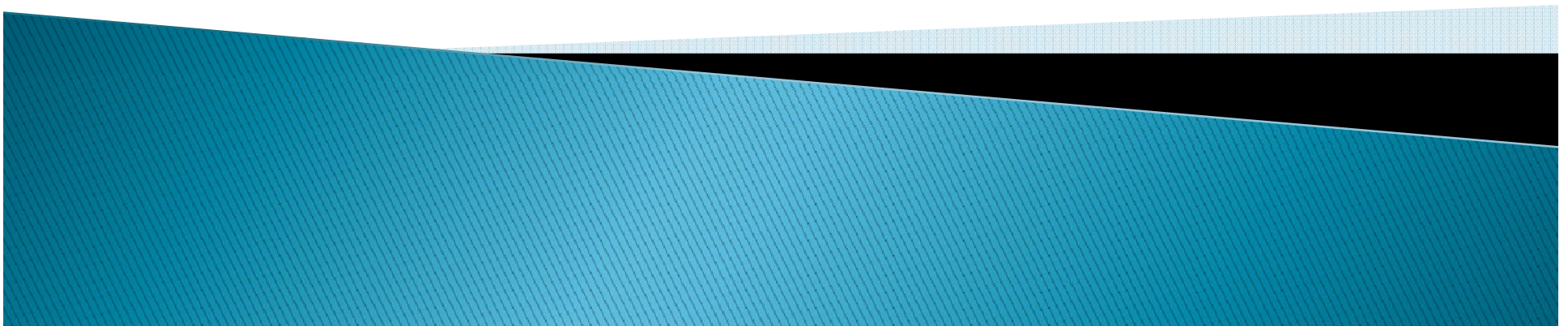


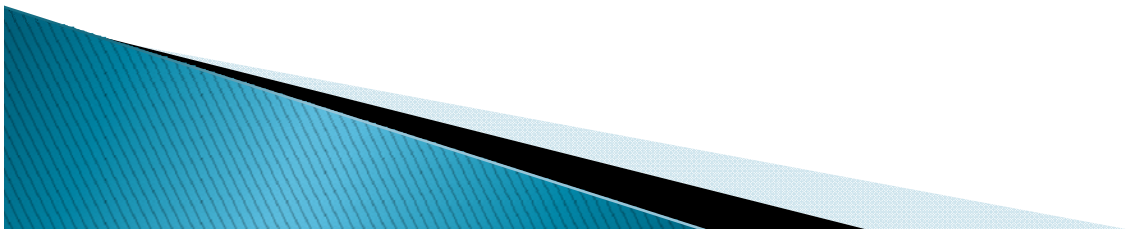
The Manitoba Child Care Association Inc.

Strategic Plan
2010 – 2013



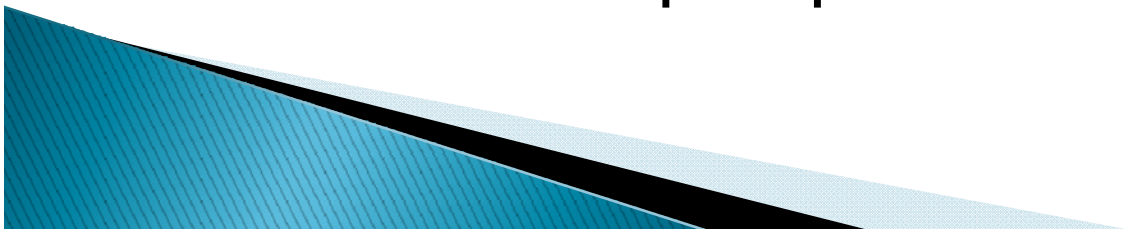
Process

- ▶ MCCA holds a strategic planning every 3 years
- ▶ Planning begins 8 months in advance
- ▶ Facilitated by Heather Erhard
- ▶ A two day event, held at MCCA



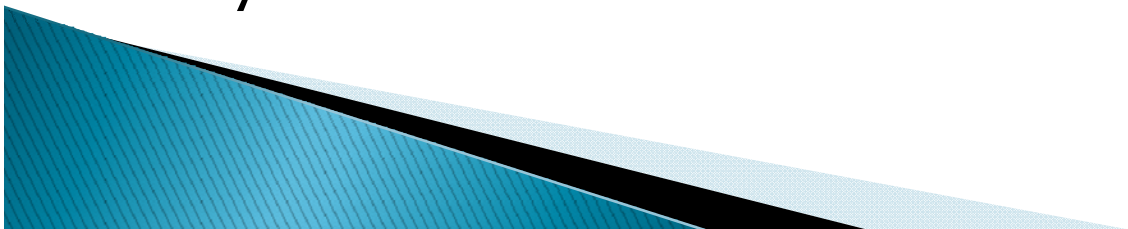
Who attends?

- ▶ Participants invited include MCCA's Board of Directors, employees, Committee Chairpersons, Chairpersons or alternates from regional branches
- ▶ Board members were invited to bring an MCCA member of their choosing to provide a "front line" perspective



Environmental Scan Results

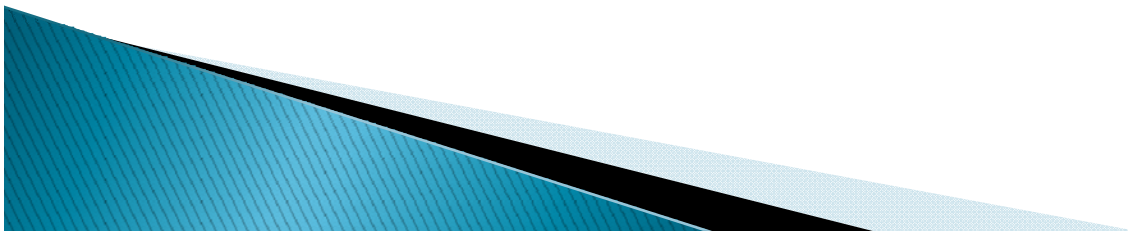
- ▶ Our Strengths: Advocacy; Professional Development; Conference
- ▶ Our Weaknesses: Rural access; engaging family child care; office location
- ▶ Our Opportunities: education collaboration; government support; more and different training
- ▶ Our Threats: election; public image; education system



Focus Area: Communication

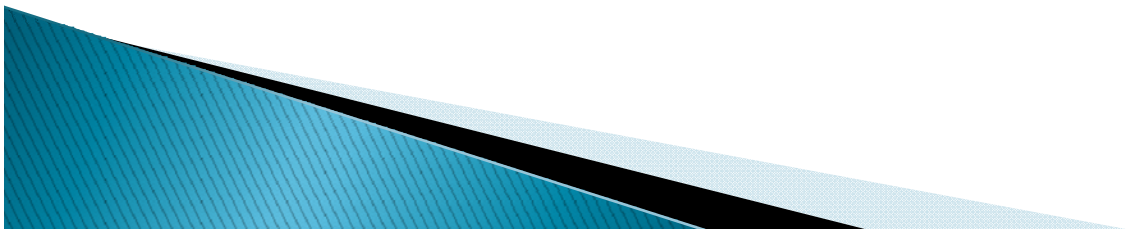
Goal:

To have a reciprocal relationship with our members where all members know and understand what MCCA does and are engaged in the direction of the Association



How?

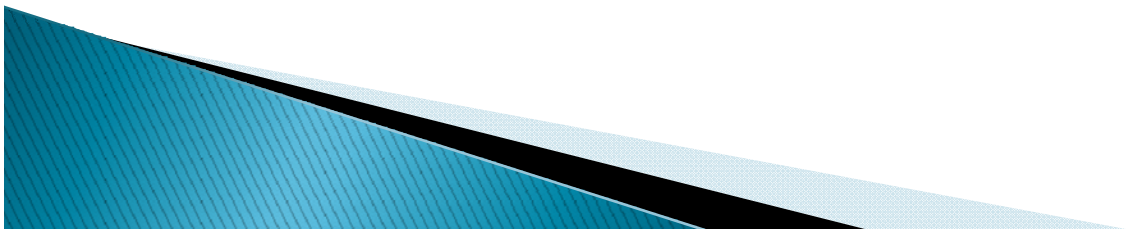
- ▶ Use social networking such as Facebook & Twitter
- ▶ Create an app for Blackberry/I Phone
- ▶ Create a promotional video, similar to CCCF
- ▶ Refresh the website
- ▶ Have a designated representative to work in regions



Focus Area: Education System

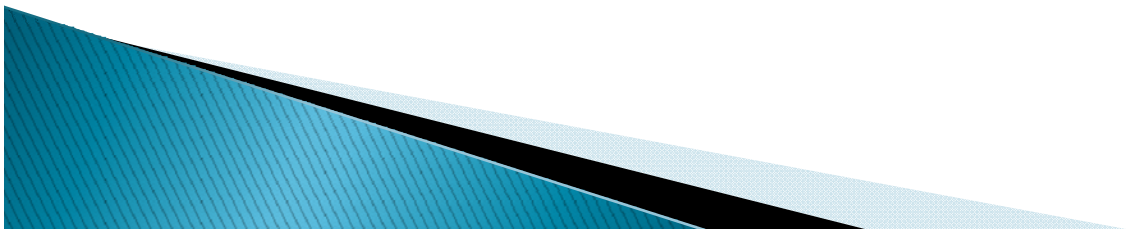
Goal:

- ▶ To create a respectful and inclusive relationship between education and early learning and care, working together to promote early human development and healthy communities



How?

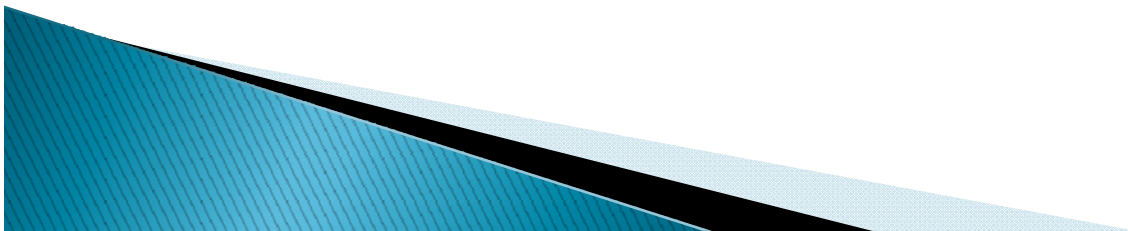
- ▶ Educate the early learning and child care sector and help them comprehend their role in human development
- ▶ Assist centres/members in establishing/fostering relationships with schools
- ▶ Foster relationships with the organizations serving the education system
- ▶ Promote the need for a provincial early learning and child care strategy



Rural Services

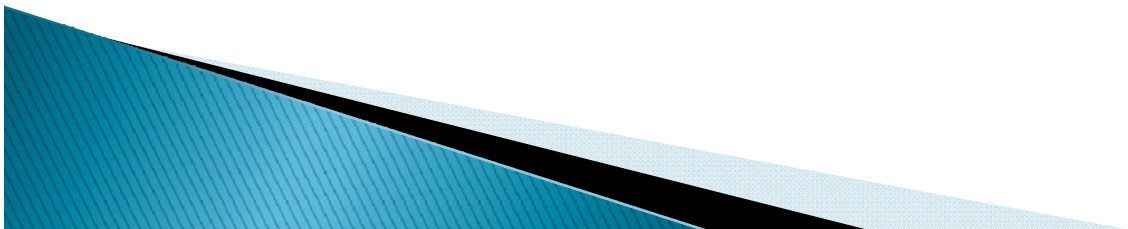
Goal:

All members in regions are actively involved in the Manitoba Child Care Association.



How?

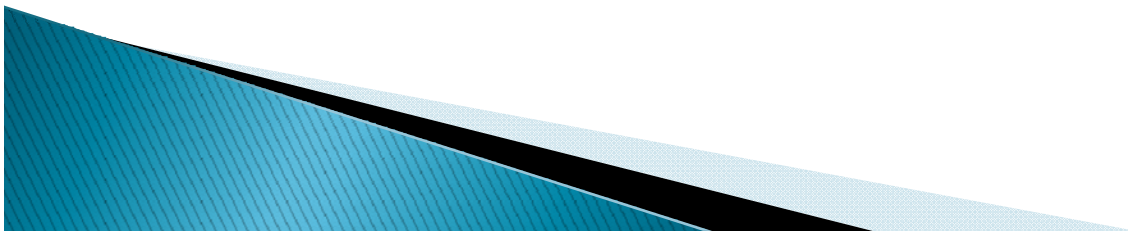
- ▶ Direct email communication system for all members
- ▶ Have an MCCA representative to provide an information session in each region annually at Directors meetings
- ▶ Provide more regional information in the new member information packages



Advocacy

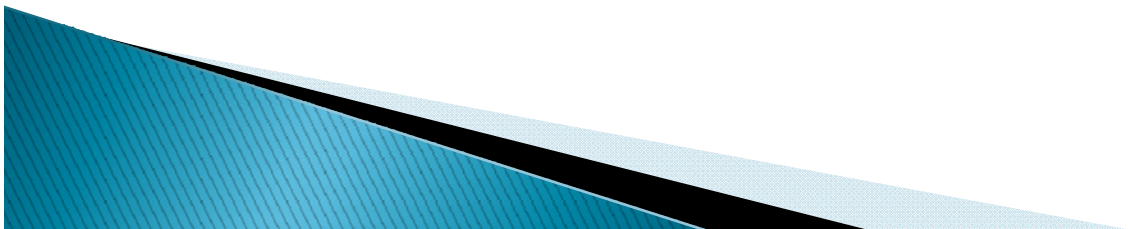
Goal:

To continue advocating for a quality early learning and child care system and educate and empower all members to be involved in advocacy.



How?

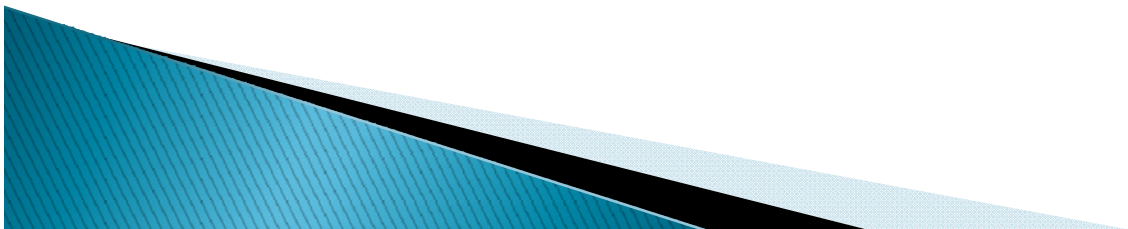
- ▶ Create an email bulletin that members can register to receive
- ▶ Educate and engage the membership on advocacy through workshops, mentoring, and written information
- ▶ Promote the importance of professionalism
- ▶ Advocate to all levels of government, the community, and the public



Professional Development

Goal:

To offer professional development of equal quality to all members.



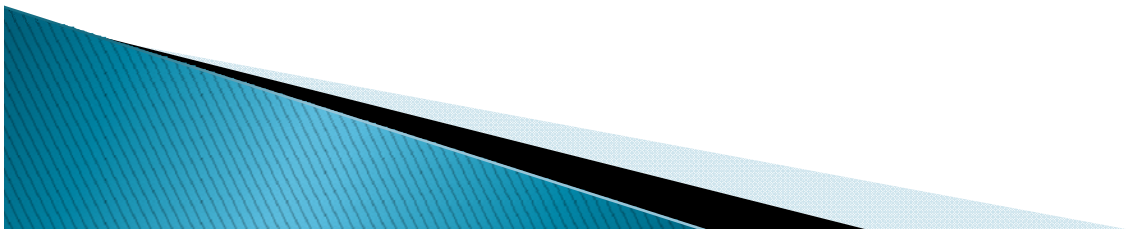
How?

- ▶ Policy on providing professional development of equal quality to all members
- ▶ Have more workshops throughout Winnipeg
- ▶ Create a facilitator/presenter directory for regional branches
- ▶ Explore the need for a Professional Development Committee
- ▶ Explore the feasibility of having a part time rural professional development coordinator
- ▶ Assist with mini-rural conferences on a rotating basis



Continue – Core Services & Programs

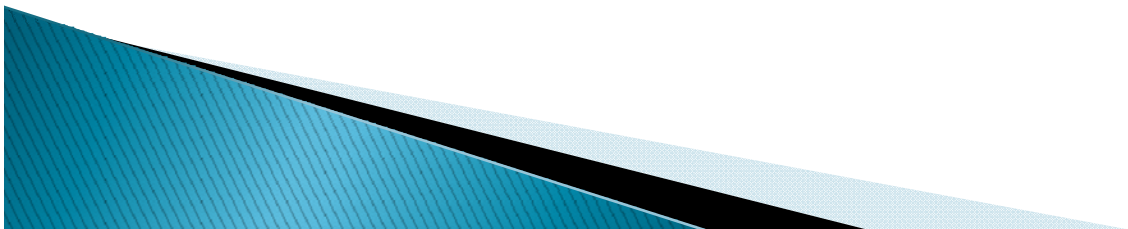
- ▶ Child Care Bridges
- ▶ Joint membership with CCCF
- ▶ Insurance programs: group benefits, liability, D&O
- ▶ SMPPP
- ▶ Professional development
- ▶ Resource Library
- ▶ Ethics
- ▶ Pedagogical Leaders Network



Continue – Our Mission & Vision

Mission: To advocate for a quality system of child care, to advance early childhood education as a profession, and to provide services to our members.

Vision: To promote and support an exceptional early learning and child care system by fueling our members to be proud and excited to belong to a progressive, respected profession.



Thank you!

