

BERKELEY COUNTY



Getting children ready for school.

COMPREHENSIVE PLAN

2021 – 2023





Mission

The mission of Berkeley County First Steps is to improve the health and education of Berkeley County's youngest children so they can enter school ready to succeed and eager to learn.

- *Parent and Guardian Education: Strengthening families of young children through in-home visitations offering child development education, parenting education, and service referrals.*
- *Healthy Children: Enhancing the health of young children through nurse-family partnerships, health education, early detection screenings, and referrals of young children with developmental needs.*
- *Childcare Excellence: Improving the quality of childcare services in our community and improving and facilitating access to childcare.*
- *Quality Education for Our Children: Serving as a leading advocate for the education and health needs of young children and the support needs of their families and teachers.*

Vision

Every Child in Berkeley County will enter kindergarten safe, healthy, ready to succeed, and eager to learn.

Values

As servant leaders we value families, their inherent strengths, resilience and ability to learn, grow and reach their fullest capacity.

We have a culture of learning that promotes compassion, innovation, best practices and continuous improvement.

We have a culture of progress that celebrates and encourages excellence.

Message from the Executive Director



Adrienne Troy-Frazier

Executive Director
Berkeley County First Steps

Last year, as we marked our organization's 20th anniversary, the founding idea of "getting children ready for school" evolved into an ongoing commitment to enable individuals, families, and communities to become more involved and in control of their own destinies and participate in the development of our programs in more stakeholder driven, equitable and culturally responsive ways. Ongoing issues related to institutional racism present barriers to equitable health and readiness outcomes for all children. This endangers us all and our region's capacity for continued economic growth, prosperity, and quality of life.

This strategic plan is a response to these challenges, firmly positioning our agency to respond effectively to the uncertainty and challenges ahead of us.

For children,

Adrienne Troy-Frazier

BCFS Overarching Measures of Success

INCREASE THE AVAILABILITY OF HIGH-QUALITY EARLY CARE AND EDUCATION OPPORTUNITIES OFFERED BY FIRST STEPS

By 2025, the percentage of children under age 6 who benefit from First Steps quality enhancement and training efforts will increase from 12% to 15%.

REDUCE THE RACIAL/ETHNIC GAP IN KINDERGARTEN READINESS

By 2025, the gap in the percentage of children who score at the highest level on the Kindergarten Readiness Assessment between White Kindergartners and Black/Hispanic Kindergartners will reduce by 1% each year to 15%.



Objectives

1. **CHILDREN ARE HEALTHY AND SAFE**
2. **HIGH QUALITY EARLY EDUCATION AND CARE IS ACCESSIBLE, EQUITABLE AND AFFORDABLE.**
3. **COMMUNITY LEADERSHIP, ADVOCACY AND MESSAGING FOR OPTIMAL SUCCESS AND ACHIEVEMENT.**



Objective 1: Children are healthy and safe.

STRATEGY 1

Parenting Support

Build Responsive Family Engagement Programs; Continue to address the needs of children and families in the context of their communities

SMART GOAL(S)

- By the end of FY 2021, we will increase the enrollment of families participating in a voluntary parenting support program proven to reduce parental stress levels, increase connections to community supports, and improve children's cognitive, motor, behavioral and socio-emotional development by 15%.
- By the end of FY 2021 BCFS will establish 10 new formal community partnerships that will increase access to high quality health care services, including physical and behavioral health, and affordable health care coverage for young children and their families.
- By the end of FY 2021 BCFS will increase the number of Berkeley County children birth through five by 17% who have access to preventive health services, including oral health, behavioral health and immunizations, and other social determinants of health with an annual increase of 5% by 2023.



Objective 1: Children are healthy and safe.

STRATEGY 1 (continued)

Parenting Support

SMART GOAL(S)

- By the end of FY2022 the number of Berkeley County pregnant mothers and children birth through five receiving care coordination services and healthcare through a medical and dental home will increase by 20%.
- By the end of FY2021 the number of diverse Berkeley County parents and caregiver's knowledge and understanding on how to support their child's optimal health and development will increase by 10% with an annual increase of 5% by 2023.
- Each year BCFS will increase by 5% the number of hard to reach, diverse pregnant women receiving education and supports on accessing early and adequate maternal health services, and social service supports.

COMMUNITY COLLABORATOR(S)

- We will partner with the Berkeley DSS, DHEC/WIC, Nurse Family Partnership Program, MUSC, Department of Clinical Nursing, and PASO's SC, to recruit and provide services to pregnant families, parents and caregivers.



Objective 2: High-Quality Early Education and Care Is Accessible, Equitable and Affordable.

STRATEGY 2.1

Child Care Quality Enhancement

Develop new supports for a professional pipeline; share technical expertise through peer learning protocols; build field competence through coaching and mentoring.

SMART GOALS

- By the beginning of FY 21-22 BCFS will hire a full time QE Coach.
- By the beginning of FY21, BCFS will double the number of childcare centers enrolled and served by our Quality Enhancement Program.
- By the end of FY 2021 our QE centers will see a 5% increase on their Environmental Ratings scores.
- By the end of FY 2021 our QE centers will increase or sustain their ABC Quality status by one level.
- By the end of FY 2020 BCFS will redesign and expand professional recognition of the early education and care workforce in Berkeley County and the region.



Objective 2: High-Quality Early Education and Care is Accessible, Equitable and Affordable.

STRATEGY 2.2

Child Care Training

SMART GOALS

- By the end of 2021 in tandem with the Tri-County Pyramid Coalition, BCFS will refine its integrated race equity/early childhood Pyramid professional development model for replication.
- By the end of FY 2021 BCFS will provide 10 Child Care Trainings that integrate race equity and anti-bias content supported by mentoring, coaching and professional learning communities
- By the end of 2020 BCFS will provide program staff with at least two professional development sessions on “Human Centered Design Thinking” that will increase knowledge and capacity to provide training, technical assistance, coaching and support services that honor diverse providers and communities.
- By the beginning of FY 2021 BCFS will provide mentoring and coaching supports that apply design-centered thinking theory and practices to increase culturally responsive professional development supports.

COMMUNITY COLLABORATORS

- We will partner with the YWCA of Greater Charleston for Racial Equity Institute Training for staff and providers. We will utilize Learning Community resources provided by Vital Village Networks of Opportunity for Design-Centered content. We will partner with local private and public early education and care programs, including First Steps 4K, to offer high-quality, equity-centered trainings.

Objective 3: Community Leadership, Advocacy and Messaging For Optimal Success and Achievement.

STRATEGY 3.1

Community Education and Engagement

Leverage the diversity of our networks; merge networks and relationships for better program results; educate and attract strategic philanthropy around early education and care policy and family community needs.

SMART GOAL

- Each year we will identify and enlist 3 business and 1 legislative partner(s) in childcare policy and advocacy discussions to increase knowledge and awareness of the need for equitable, quality childcare services that are accessible and affordable.
- Each year we will increase our formal cultural and recreational partnerships to promote equitable access and engagement opportunities for all families and caregivers by 5%.
- Each year we will provide at least one professional development offering to parents, childcare workforce, and communities designed to advance knowledge in affordability, access policies, and practices in early education and care.



Objective 3: Community Leadership, Advocacy and Messaging For Optimal Success and Achievement.

STRATEGY 3.2

Community Engagement and Outreach

Utilizing diverse communication platforms to promote organizational brand and produce engaging and resource rich content.

SMART GOAL

- Increase compelling messages that effectively communicate best practices in early care and family supports by 5% annually.
- Each quarter we will produce media content that centers one (1) transformational story representing the diverse early care communities that reside in Berkeley County.
- By the end of FY 2020 we will provide the community with data dashboards and annual reports about Berkeley County's early education and care assets, needs and trends.

COMMUNITY COLLABORATOR(S)

- We will continue to partner and expand our work as a partner with the Tri-County Play Collaborative, Tri-County Early Care Consortium, and BUILD Libraries and Museums Initiatives, to increase “Play Partnerships” and “Wonder Funders” that will make local programming more accessible and equitable to the early childhood community.