

COMPREHENSIVE PLAN

2021 – 2023





Mission

The **mission** of Horry County First Steps is to ensure that children start school ready to learn by supporting the caring adults who touch their lives. We establish partnerships and secure resources to provide programs that focus on quality early care and education, family support, health, and early literacy.

Vision

The **vision** of Horry County First Steps is that every child will enter school healthy and ready to learn.

Values

- Readiness to learn includes physical, mental, social, emotional and developmental well-being
- We are committed to the success of all children in our community
- We support the role of parents as the child's first and best teachers
- Our community's participation is essential to our success
- The Partnership and the community are mutually accountable to children.
- We will continue to work toward racial equity in all programs and partnerships

Message from the Executive Director



Amy Breault
Executive Director
Horry County First Steps

Although we are living in unprecedented times, the work of Horry County First Steps (HCFS) continues to impact the lives of young children.

As we look to the future, and all it's possibilities, it is my pleasure to present the HCFS Comprehensive Plan. This plan will assist us in charting a course of action that encourages the HCFS Partnership Board, staff, and community partners to work together to achieve great things on behalf of our youngest citizens.

Overarching Measure(s) of Success

INCREASE THE REACH OF FIRST STEPS SERVICES

By FY23, Horry County First Steps will increase its enrollment of children residing in zip codes 29568, 29569, 29545, and 29526 from 6% to 12%.

REDUCE THE RACIAL/ETHNIC GAP IN KINDERGARTEN READINESS

Horry County First Steps will focus on narrowing the school readiness gap between White Kindergartners and Black/Hispanic Kindergartners. By 2023, the percentage of Black/Hispanic Kindergartners demonstrating readiness will increase to 40%.

Objectives

1. Increase the support for and use of First Steps programs
2. Strengthen interagency partnerships and public-private collaboration
3. Obtain the funding we need to support excellence, promote innovation, and to sustain core programs despite fluctuating funds

Increase Use of First Steps Programs.

STRATEGY 1.1

Parents as Teachers

SMART GOAL(S)

- By end of FY21, all Full-Time Parent Educators will reflect a caseload of 18-20 families. Once at capacity each Full-Time Parent Educator will maintain a caseload of 16-18 families.
- By the end of FY23, the PAT Program staff will reflect 4 Full-Time Parent Educators to include 1 Full-Time Bilingual Parent Educator.

COMMUNITY COLLABORATORS

- We will partner with home visitation programs to create a point of entry/exit among all programs.

STRATEGY 1.2

Childcare Training

SMART GOAL(S)

- By the end of FY21, Horry County First Steps will provide 20 certified training hours of professional development to Childcare Directors and their staff.
- Every year we will offer virtual and in-person trainings.

Increase Use of First Steps Programs.

COMMUNITY COLLABORATORS

- We will partner with other Early Care and Education agencies to ensure childcare staff/providers get information related to all training offerings.

STRATEGY 1.3

Facility Quality Enhancement

SMART GOAL(S)

- Increase the number of participating childcare facilities by two to reach a maximum of 11 facilities by the end of FY23.
- By the end of FY23 the FQE Program will reflect 2 Full-Time Technical Assistants.

COMMUNITY COLLABORATORS

- Work with agencies to encourage childcare facilities to participate in the FQE program.

STRATEGY 1.4

Raising A Reader

SMART GOAL(S)

- By the end of FY23, the Raising A Reader program will engage with 10 Implementation sites.

Increase Use of First Steps Programs.

COMMUNITY COLLABORATORS

- Implementation sites to include Head Start, Horry County Schools, Childcare facilities, and Little River Medical.

Strengthen interagency partnerships and public-private collaborations.

STRATEGY 2.1

Increase the coordination of services across agencies to improve program reach and success.

SMART GOAL(S)

- By the end of FY21, the Home Visitation and Early Care and Educations Sub-committees will be established.
- By the end of FY23 all subcommittees will meet quarterly.

COMMUNITY COLLABORATORS

- Home visitation sub-committee to include PAT affiliates, Nurse Family Partnership, Parent Child Plus, Family Outreach, and Home Instruction for Parents of Preschool Youngsters.
- Early Care and Education Sub-committee to include CCR&R, PITC, SC Inclusion, ABC, and DSS.

STRATEGY 2.2

Develop an Early Learning Nation Collaborative to ensure the development of a comprehensive, high quality, early childhood system.

SMART GOAL(S)

- By the end of FY21, the ELN Collaborative will develop an action plan encompassing each building block or area.

Strengthen interagency partnerships and public-private collaborations.

- By the end of FY23, the ELN Collaborative will be established as a separate 501c3.

COMMUNITY COLLABORATORS

- Agencies, community leaders, municipalities, and organizations that influence children 0-4 and their families.

Obtain the funding we need to support excellence, promote innovation, and to sustain core programs despite fluctuating funds

STRATEGY 3.1

Develop a comprehensive resource development plan to include in-kind contributions.

SMART GOALS

- A resource development plan will be created by the end of FY21. The plan will include submission of grant applications, special events, and donor engagement.
- Throughout FY22 and FY23 the overall budget will reflect no more than 30% of programmatic funding from a single source.

COMMUNITY COLLABORATORS

- Foundations, private donors, and local sponsors.

STRATEGY 3.2

Organize two community wide fund-raising events to include one virtual and one in-person.

SMART GOALS

- By the end of FY21 HCFS will host an inaugural virtual event to raise funds for the work of the agency.
- Throughout FY22 and FY23 the agency will host its annual virtual event during Week Of the Young Child and in person Derby Day fundraiser.

COMMUNITY COLLABORATORS

- Foundations, private donors, and local sponsors

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