

## Child and Family Collaborative (C&FC) Work Plan 2015 - 2017

1. Marketing and Communications	2. Governance and Membership	3. Policy and Program Priorities
1.1 Build parent connections and a greater audience 1.2 Improve availability of translated documents 1.3 Media awareness of C&FC 1.4 Connect to community events	2.1 Create a stronger prenatal presence 2.2 Review meeting structure for C&FC 2.3 Increase recruitment and support member retention 2.4 Engage families 2.5 Strengthen internal networking 2.6 Updated Terms of Reference and Work Plan	3.1 Communicate updates and policy changes for early learning care from the Ministry of Education 3.2 Support the awareness and understanding of Ministry documents to support early learning such as Early Learning for Every Child Today (ELECT), How Does Learning Happen and Think, Feel, Act documents 3.3 Increase linkages and establish connections 3.4 Share relevant current early years knowledge with the community

### Goal #1: Marketing and Communication

The purpose of this goal is to inform the early learning and child care community, parents and the broader community in York Region, about C&FC, what it has to offer and how it can add value.

Sub-Goal	Activities	Lead/Linkages	Timelines	Measures of Success	Achievements
1.1 Build parent connections and a greater audience	<ul style="list-style-type: none"> <li>Maintain updated resources</li> <li>Encourage the use of social media to promote C&amp;FC – investigate the option of an app for the C&amp;FC</li> <li>Strengthen parent connections through outreach</li> <li>Continue to explore strategies for building audience</li> <li>Actively pursue funding for maintenance and expansion of website</li> <li>Maintain distribution lists for C&amp;FC and Chairs</li> </ul>	Communication Subcommittee providing support	Ongoing	<ul style="list-style-type: none"> <li>Increased visits to website</li> <li>Increased participation in posted events</li> <li>Increased utilization/postings by community members</li> </ul>	<ul style="list-style-type: none"> <li>Visits to the website have increased</li> <li>Awareness of the website has increased</li> </ul>
1.2 Improve availability of translated documents	<ul style="list-style-type: none"> <li>Put electronic documents on the C&amp;FC website</li> <li>Create a distribution plan to include all potential stakeholders</li> <li>Identify additional documents that require translation as needed</li> <li>Support translation through Browse Aloud</li> </ul>	Family Literacy and Communication Subcommittees  Best Start Funding	Ongoing	<ul style="list-style-type: none"> <li>Increased number of translated documents</li> <li>Monitor visits to translated documents on the website</li> </ul>	<ul style="list-style-type: none"> <li>Secured funding through grants</li> <li>Translated and produced Child Development brochure in 5 languages</li> <li>Well baby visit flyer complete</li> </ul>
1.3 Media awareness of C&FC	<ul style="list-style-type: none"> <li>Develop a media strategy (communication and relations plan)</li> <li>Develop a checklist and gather media support</li> </ul>	Communication Subcommittee YRDSB & YCDSB	Ongoing	<ul style="list-style-type: none"> <li>Develop calendar-events; resources; tools(screening)</li> </ul>	<ul style="list-style-type: none"> <li>Created banner, flyer, business cards, books, pens and bags</li> </ul>
1.4 Connect to community events	<ul style="list-style-type: none"> <li>Explore options and opportunities to create task groups that are specific and time limited</li> <li>Survey training and educational needs of the C&amp;FC sector</li> <li>Involve community partners to avoid duplication of efforts</li> </ul>	C&FC Chairs Committee Municipality of York, Children's services	Ongoing	<ul style="list-style-type: none"> <li>Increased number of partnerships for community events</li> <li>Representation participating in various events</li> </ul>	<ul style="list-style-type: none"> <li>Autism Spectrum Disorder Training series partnerships</li> <li>Luncheon collaboration</li> </ul>

**Goal #2: Governance and Membership**

The purpose of this goal is to create sustainability and refine the operating rules and structure of the C&FC

Sub-Goal	Activities	Lead	Timelines	Measures of Success	Achievements
2.1 Create a stronger prenatal presence	<ul style="list-style-type: none"> <li>Determine and establish the best fit within the C&amp;FC</li> <li>Work closely with the Early ID subcommittee and parenting programs</li> </ul>	Early ID Parenting supports	Ongoing	<ul style="list-style-type: none"> <li>Engaged partners collaborating within the prenatal sector</li> </ul>	
2.2 Review meeting structure for C&FC	<ul style="list-style-type: none"> <li>Set meeting schedule and agendas for upcoming year (including location) based on majority attendance including key roles</li> <li>Include flyer for speakers along with agenda</li> <li>Circulate calendar invites for meetings</li> <li>Update meeting notices on website and through Communications Subcommittee</li> </ul>	Chairs Committee	Annually	<ul style="list-style-type: none"> <li>Consistent attendance and broader participation at meetings</li> </ul>	<ul style="list-style-type: none"> <li>Set meeting dates</li> <li>Gmail mail invite</li> </ul>
2.3 Increase recruitment and support member retention	<ul style="list-style-type: none"> <li>Engage Region to share info about C&amp;FC to new operators</li> <li>Region and EIS staff to share cards with families - resources</li> <li>Operators meetings – plug C&amp;FC</li> <li>Expanding outreach through website, distribution lists, meetings and events</li> <li>Review and update orientation package annually</li> </ul>	Chairs committee with support of C&FC	Ongoing	<ul style="list-style-type: none"> <li>Existing members feel supported and engaged</li> <li>More members in attendance and participating in C&amp;FC</li> </ul>	<ul style="list-style-type: none"> <li>Bill 10 presentation 80 attendees</li> <li>How Does Learning Happen presentation 100 attendees</li> </ul>
2.4 Engage families	<ul style="list-style-type: none"> <li>Create mechanisms to determine how and what services families are accessing through website stats</li> <li>Tip sheets on website</li> <li>Add additional parenting support links</li> <li>Coordinate services for parents</li> <li>Create flyer to inform parents about C&amp;FC and direct to website</li> <li>Create flyer to inform early years professionals about C&amp;FC and direct to website</li> <li>Collaborate with Life with a Baby</li> </ul>	C&FC, Family Literacy and Early ID Subcommittees	Ongoing	<ul style="list-style-type: none"> <li>Committee and governance in place</li> <li>Terms of Reference established</li> </ul>	<ul style="list-style-type: none"> <li>Section for parents on the website includes links for screens, parenting programs</li> </ul>
2.5 Strengthen internal networking	<ul style="list-style-type: none"> <li>Use template to share with members – work of groups</li> <li>Share subcommittee work plans October to determine common ground</li> </ul>	Chairs committee	Annually		
2.6 Updated Terms of Reference and Work Plan	<ul style="list-style-type: none"> <li>Incorporate current system changes into TOR and reflect action items in the work plan</li> <li>Review and update as necessary</li> </ul>	Chairs committee	Annually	<ul style="list-style-type: none"> <li>Updated Terms of Reference</li> <li>Updated Work Plan</li> </ul>	<ul style="list-style-type: none"> <li>Letter sent to support Bill 10</li> </ul>

**Goal #3: Policy and Program Priorities**

The purpose of this goal is to focus the C&FC efforts on the policy and program priorities that will be of greatest significance to the sector over the next 3 years.

Sub-Goal	Activities	Lead	Timelines	Measures of Success	Achievements
3.1 Communicate updates and policy changes for early learning care from the Ministry of Education	<ul style="list-style-type: none"> <li>• Create opportunities for discussions, education, advocacy and information sharing in multiple ways</li> </ul>	C&FC	Ongoing	<ul style="list-style-type: none"> <li>• Well attended events</li> <li>• More information gained</li> </ul>	<ul style="list-style-type: none"> <li>• School Age Subcommittee had CECE presentation</li> </ul>
3.2 Support the awareness and understanding of Ministry documents to support early learning such as Early Learning for Every Child Today (ELECT), How Does Learning Happen and Think, Feel, Act documents	<ul style="list-style-type: none"> <li>• Post backgrounders and communication updates on C&amp;FC website</li> <li>• Provide professional development for child care and early learning community on an annual basis</li> <li>• Work with community partners to provide information to the early years sector</li> </ul>	Subcommittees	Ongoing	<ul style="list-style-type: none"> <li>• Presentation on Bill 10</li> <li>• Presentation on How Does Learning Happen</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent turn out at both events</li> <li>• Getting information out to the community on current events</li> </ul>
3.3 Increase linkages and establish connections	<ul style="list-style-type: none"> <li>• Request C&amp;FC link on other partner websites</li> <li>• Communication and crossover to other planning tables to increase awareness and prevent duplication of activities</li> <li>• Formally request enhanced linkage to the College of Early Childhood Educators</li> </ul>	Communication Subcommittee	Ongoing	<ul style="list-style-type: none"> <li>• C&amp;FC website is linked to and listed on partner and other community websites</li> </ul>	
3.4 Share relevant current early years knowledge with the community	<ul style="list-style-type: none"> <li>• General membership meetings</li> <li>• Meetings every 2 months</li> <li>• Survey professional development needs in the community annually</li> <li>• Create short term working group to revise survey</li> <li>• Develop PD opportunities based on the survey results</li> </ul>	C&FC	Ongoing	<ul style="list-style-type: none"> <li>• Partner updates shared</li> <li>• Attendance at PD events monitored</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations on Bill 10, Social Media and How Does Learning Happen</li> </ul>