



Community Coordinated Care for Children (4C)  
Summary Strategic Plan  
December 2012

### **Mission**

To empower the community to provide for its future through developing, coordinating and strengthening programs that care for children.

### **Who We Are**

For over 43 years, Community Coordinated Care for Children, Inc. (4C) has been Florida's most trusted resource for families and children. 4C is the first Child Care Resource & Referral Agency (CCR&R) in the nation to be accredited by the Council on Accreditation (COA). Founded in 1969, 4C is a private, non-profit organization that provides comprehensive services to the residents of Brevard, Orange, Osceola, and Seminole Counties.

4C proudly serves as Florida's trusted Family and Children's Resource. In these uncertain times, 4C stands firm in support of the early developmental years of your children. As changes occur, our commitment to empowering the community to provide for its future through developing, coordinating, and strengthening programs that care for children has been unwavering.

Through partnerships with the Early Learning Coalitions of Orange and Osceola Counties, 4C is contracted to provide childcare referrals, School Readiness financial assistance, and Voluntary Pre-Kindergarten services. Together with local, state, and federal entities, 4C ensures the Early Head Start and Head Start programs, provider training, and the Child Care Food programs are accessible. 4C is here to support families and providers as together we are *"Caring For Our Future Today!"*

### **Summary Environmental Assessment**

Education and childcare remain a strategic priority for Florida's State Board of Education. However, economic uncertainty has compromised the State's ability to provide stable funding in support of childcare and related services. Consequently, 4C's critical role in the delivery of childcare is under pressure from childcare coalitions and agencies who themselves must adjust to an altered economic reality – an ever increasing population coupled with declining budgets. In response to the evolving demands of the market, 4C will update and expand 4C's mission to broaden our support to children and families. In addition, implementation of the following three strategic priorities will serve to secure the long-term sustainability of 4C.

## **2013-2015 Strategic Priorities**

1. Broaden the portfolio of services provided by 4C
  - a. Identify additional opportunities to serve children aged 6-17
  - b. Pursue those opportunities with respect to which 4C can leverage its skill, experience and resources to improve the lives of children
  - c. Identify and develop partnerships with governmental agencies and the private sector in pursuit of complementary service offerings
2. Identify ways to utilize existing skills and competencies in additional markets
  - a. Conduct a comprehensive survey of staff to identify areas of expertise
  - b. Develop ways to leverage existing capabilities in training, payment processing, parenting skills, and eligibility qualification to generate additional service offerings. Example: expertise in the application of the State of Florida's Early Learning Information System (ELIS)
3. Develop a plan to enhance marketing and brand awareness throughout Florida, to strengthen existing relationships with decision makers, and to develop new strategic relationships with decision makers

## **Action Plans**

In order to achieve the goals of the Strategic Plan, an ad hoc Strategic Planning committee of the Board will draft a supplemental "Strategies and Tactics Work Plan" document to be submitted to the Executive Committee and full Board of Directors during the first quarter of the 2013. The strategies and tactics will support and be aligned to priorities of this plan, while providing additional information regarding the specific activities, resource assignments and efforts involved.

## Matrix of Opportunities for Expansion and Sustainability

Broaden programs to serve children aged 6-17  
Before and after-school care; Summer programs; Juvenile Justice

Utilize existing strengths to tap new markets  
Curriculum development; School age certification; Training; Mentoring, Tutoring; Payment Processing (e.g., Medicaid billing); KidCare; Eligibility determination; Parenting support groups, home visiting, hospitals; Food program connection; ELIS

Foster Complementary Partnerships  
Adult Care Community; Foundations