

# Region VII Head Start Association (R7HSA) **STRATEGIC PLAN**

2022—2024



**Region VII Head Start Association**

IOWA | KANSAS | MISSOURI | NEBRASKA

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## R7HSA BOARD OFFICERS

**President**  
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**Vice President**  
**SANDY PATCHEN**  
*Seated 06/2020*

**Treasurer**  
**DEB ROSS**  
*Seated 01/2019*

**Secretary**  
**KELLY JOHNSON**  
*Seated 02/2020*

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# CHARTING THE COURSE

**THE MISSION** *of the Region VII Head Start Association is to ensure quality services for children and families by promoting and supporting the effectiveness of State Head Start Associations, Local Head Start Programs, and members.*

## Historical Perspective

Since 1995 when the Region VII Steering Committee came together to begin looking at the possibility of establishing a Regional Head Start Association, dedicated committees, board members, the Regional Office, Training and Technical Assistance Offices, and Head Start stakeholders strive to ensure that the Region VII Head Start Association (R7HSA) is strong and viable. The Association was launched in 1997 at the Annual Leadership Conference and has since become a 501 (c) 3 organization that is financially solvent and provides a link to the four state associations and the National Head Start Association.

The 2005 RVII Board of Directors continued the tradition of thoughtful and strategic planning to move the association forward in an effort to continue the hard work of so many that came before. The then current Board of Directors which included Ex-officio members met on May 9, 2005 to review past work in the organizational

planning process, and identified new strategies, goals and steps needed to continue the work of the Association in meeting and delivering on established Board Outcomes.

The core of the strategic plan is based on the mission of the Head Start Association. The Region VII Board of Directors is committed to meeting the needs and challenges of the membership and stakeholders of the organization. Established committees as well as an executive office oversee the continued work of the association and look to the strategic plan as a guide in moving the association forward.

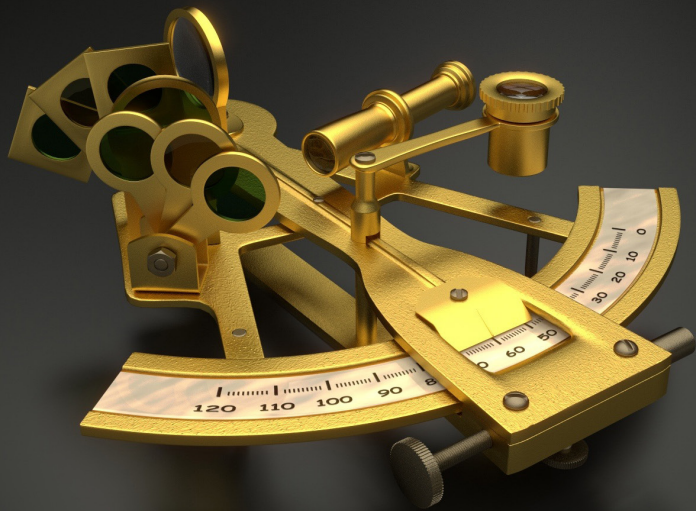
The collective commitment of R7HSA is to continue to look to the future, meet the challenges ahead, focus on excellence, and make a positive difference in the lives of children and families.

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## Our Vision

*Region VII State Head Start Associations and affiliated local Head Start Programs will be the highest quality in the nation.*

## Our Stakeholders

*State Association Members, Head Start State Collaboration Offices, Region 7 Office of Head Start (R7OHS), Regional Training & Technical Assistance (T/TA) System, National Head Start Association (NHSA), Community Partners.*

# STRATEGIC FOCUS AREAS

The Region VII Head Start Association Mission and Vision will be best carried out by focusing on the following strategic areas:

EFFECTIVE PROFESSIONAL DEVELOPMENT

STRONG PARTNERSHIPS & COLLABORATIONS

INTENTIONAL MARKETING & COMMUNICATION



# FOCUS 1 EFFECTIVE PROFESSIONAL DEVELOPMENT

**Outcome:** Professional development throughout Region VII is effective in increasing the knowledge, skills and abilities of Head Start members and quality of Head Start programs.

## GOAL 1

Provide new directors and program leadership with specialized training and ongoing support.

### Strategies

- Establish a resource directory of qualified consultants who specialize in assisting programs across the entire spectrum of program management
- Utilize the *Region 7 Management Acceleration Program (MAP)* to support new directors in their continuum of learning and capacity building as a Head Start leader
- Include a facilitated state and/or regional session for new directors at R7HSA Training events, i.e.; Annual Leadership Conference and Directors' Caucus
- Utilize the *Coordinated Training Think Tank* as a conduit to exchange state, regional and national training opportunities designed to further support new program leadership
- Engage in ongoing communication and collaboration with Region 7 Office of Head Start (R7OHS) to ensure training aligns with state credentialing requirements and supports the needs of program staff

## GOAL 2

Support and provide continuing opportunities for the development, implementation and showcasing of innovative practices.

### Strategies:

- Support ongoing Head Start Program Performance Standards (HSPPS) training
- Direct planning of Directors' Caucus & Policy Summit
- Direct planning of Annual Leadership Conference
- Assist in planning Classroom Assessment Scoring System (CLASS) Observation training
- Work in collaboration with the R7 Training and Technical Assistance System in supporting R7OHS' initiatives
- Support states' individual initiatives based on state-specific needs
- Utilize the R7HSA *Head Start Sand Box™* Magazine to "spotlight" innovation and best practices occurring across the region



## FOCUS 2 STRONG PARTNERSHIPS & COLLABORATIONS

**Outcome:** Region VII Head Start is a collaborative network of internal and external partnerships, sharing and leveraging resources for maximum impact.

### GOAL 1

Provide opportunities for members to build internal partnerships and leverage resources.

#### Strategies

- Utilize *Coordinated Training Think Tank* to develop and implement strategies
- Provide inter-state networking opportunities at regional conferences
- Develop and maintain a Shared Resource tab on the R7hsa.com website
- Promote the Shared Resource tab in the publication of the R7HSA *Head Start Sand Box™* Magazine

### GOAL 2

Strengthen existing external partnerships and seek out potential new partners for increased collaboration.

#### Strategies

- Strengthen existing partnerships with early childhood professionals and targeted businesses
- Identify potential partnerships with early childhood professionals and targeted businesses
- Collaborate with external partners in promoting R7HSA professional development events
- Include recruit and establish partnerships at all levels in the Director of Executive Services Scope of Work



## FOCUS 2 STRONG PARTNERSHIPS & COLLABORATIONS

**Outcome:** Region VII Head Start is a collaborative network of internal and external partnerships, sharing and leveraging resources for maximum impact.

### GOAL 3

Evaluate and refine the State and Regional award and scholarship process.

#### Strategies

- Evaluate current state-level awards processes and work toward a consistent system across the region
- Market and share Region 7 award sponsorship opportunities
- Recognize Regional award recipients at the Regional Leadership Conference



## FOCUS 3 INTENTIONAL MARKETING & COMMUNICATION

**Outcome:** Partners, policy makers, and parents have an increased understanding of the long-term impact of Head Start services on children, families and the community.

### GOAL 1

Increase awareness of R7HSA and Head Start impact through marketing/advertising venues.

#### Strategies

- Continue to promote, produce, and distribute the *R7HSA Head Start Sand Box™* magazine
- Maintain and update the regional website to reflect current and relevant content
- Increase social media activity at local, state, regional and national levels
- Collect and share child and family success stories
- Explore establishing a business membership opportunity that includes a subscription to the *R7HSA Head Start Sand Box™*, a program email directory, and other identified collateral
- Support the NHSA Dollar Per Child Campaign with a portion of business membership dues

### GOAL 2

Provide resources for partners, policy makers and parents to advocate for Head Start services in Region VII.

#### Strategies

- Disseminate NHSA state fact sheets to Region VII Head Start Associations
- Utilize R7HSA branded pocket folders to market to potential partners and business entities
- Annually, collaborate with each State Association to assess internal needs in the development of marketing materials
- Utilize the R7HSA.com website, social media, and direct email in the delivery of relevant content to partners, policy makers and parents: ECLKC, nhsa.org
- Connect with NHSA in their outreach efforts to identify and connect with Region VII Head Start alumni