



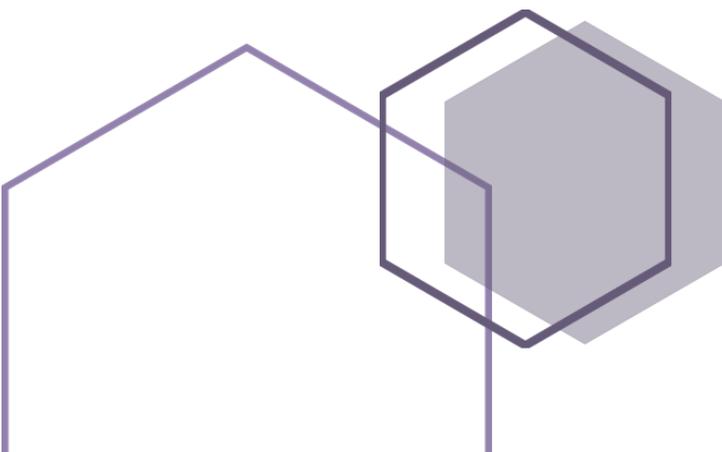
Strategic Plan 2022 - 2024



An Organization Committed to Southern Issues - Our Mission

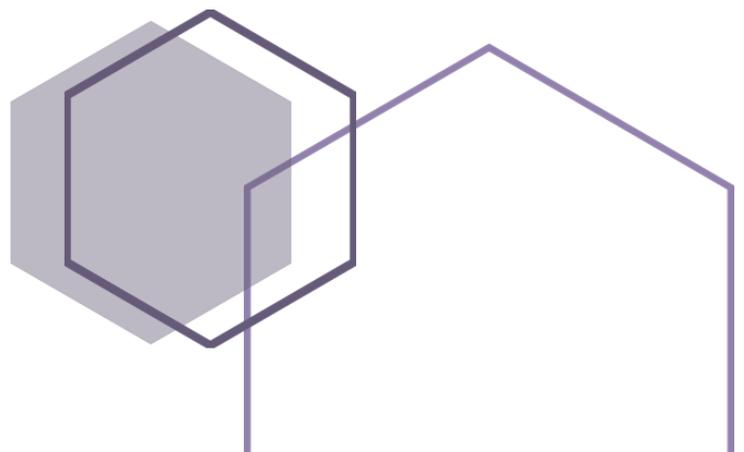
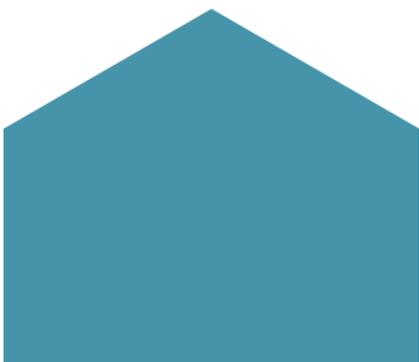
The Southern Early Childhood Association (SECA) is committed to improving the quality of care and education for young children with their families through advocacy and professional development.

SECA, as a welcoming organization, is committed to diversity, equity, inclusion, and belonging.





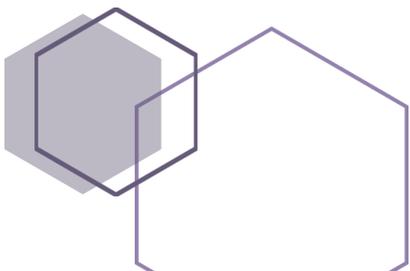
Strategic Objectives and Organization Goals



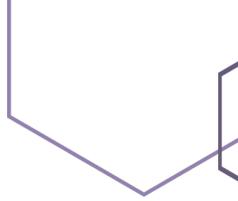
Financial

Goal: Examination of future financial growth and continued stability

| Action Steps | Responsible Commission | Target date |
|--|---|--------------|
| <ul style="list-style-type: none">Membership Commission will develop a strategy to obtain and retain members | Membership Commission | January 2023 |
| <ul style="list-style-type: none">Leadership Commission will develop a strategy to contribute to the financial stability of SECA. | Leadership Commission | January 2023 |
| <ul style="list-style-type: none">Professional Development Commission will examine the collaborative conference model to share costs between associations to contribute to the financial stability of SECA. | Professional Development Commission | January 2023 |
| <ul style="list-style-type: none">The Finance Commission will review budgets at minimum twice per year and provide updates at each meeting and recommendations when needed to the board to maintain financial stability of SECA. | Finance Commission | July 2022 |
| <ul style="list-style-type: none">Create an emergency funding/fundraising plan so procedures are in place in times of instability. | Drafted by Treasurer/Reviewed by Finance Commission | May 2022 |
| <ul style="list-style-type: none">Review Membership Fees and consider an increase | Membership Commission | January 2024 |



Membership



Goal: Increase membership and retention

| Action Steps | Responsible Commission | Target date |
|--|------------------------|-------------|
| <ul style="list-style-type: none">• Physically increase visibility at the conference• Purchase items to entice conference attendees to come to our membership table• Verbally share benefits of being a member• send every new member a new member packet featuring a pen and "thank you" for joining | | |

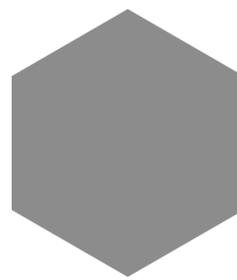
Goal: Increase SECA visibility through marketing, branding and social membership

| Action Steps | Responsible Commission | Target date |
|---|--|-------------|
| <ul style="list-style-type: none">• Create a Membership Marketing campaign | Membership Commission Chair/Operations Manager | |
| <ul style="list-style-type: none">• Create a branding logo | Membership Commission Chair | |
| <ul style="list-style-type: none">• Create a membership function for Conference | Membership Commission | |
| <ul style="list-style-type: none">• Create a way to identify Members | Membership Commission | |

Professional Development

Goal: Utilize current and new resources to connect with membership/customers (PR, Dimensions, etc.)

| Action Steps | Responsible Commission | Target date |
|---|--|-------------------------------------|
| <ul style="list-style-type: none">Focus on Connections: Stronger social media- What is going on in each state/professional development focus- Facebook and Instagram. 1. Evaluate what we have and what is being done currently. We have multiple Facebook and Instagram accounts. This needs to be cleared up and we want the accounts to match our logos in order to have a consistent presence. 2. Determine frequency and content of posts. 3. Develop a policy and procedure. 4. Who is responsible for posting. 5. Evaluate analytics | Each Commission will assign one board member | January 2022 |
| <ul style="list-style-type: none">Quarterly Membership "Social Scene Conversations" offered via ZOOM- Geared towards professional development and gathering information. Done quarterly with quarterly action and follow up of survey mentioned below. | Professional Development Commission | Kick-Off February 2022 (conference) |
| <ul style="list-style-type: none">Make sure that Professional Development survey includes current members, and also student questions. Entering, implementing currently, and as longer-term leaders. Continuity of leaders. | | April 2022 |



Leadership

1. **Goal:** Grow early childhood professionals

| Action Steps | Responsible Commission | Target date |
|---|---|--|
| <ul style="list-style-type: none"> Work with states to develop strategy/ plan for identifying/coaching potential leaders | Leadership Commission; state affiliate board members | SECA 2024 Conference |
| <ul style="list-style-type: none"> Hold quarterly conference calls with states to discuss strategies and plans; (maybe during state presidents' calls) | Leadership Commission | State presidents' calls as scheduled by SECA president |
| <ul style="list-style-type: none"> Host leadership session at annual SECA conference | Leadership Commission; state affiliate board members | SECA Leadership Summit March 2023 |
| <ul style="list-style-type: none"> Begin a Student Member Leadership Group | Leadership Commission (working closely with student group event planners) | SECA 2023 (initial conversation for interest) |
| <ul style="list-style-type: none"> Fossils host a leadership session or luncheon/tea at SECA conferences -- How to Build Relationships and Leadership sessions | Leadership Commission (working closely with contact for FOSSILS) | SECA 2024 Conference |

1. **Goal:** Amplify the advocacy voice of state affiliates

| Action Steps | Responsible Commission | Target date |
|--|--|--------------------------------|
| <ul style="list-style-type: none"> Identify national advocacy groups and join their listserv for ongoing information | SECA board members; leadership committee, SECA members | On-going (Semi-Annual updates) |
| <ul style="list-style-type: none"> Be a pipeline for advocacy for SECA affiliates (sharing information from other states) | SECA board members; leadership committee, SECA members | On-going |