



Item #5: Strategic Plan Reflections and Update

April 22, 2021



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Leading with Our Why

I saw what poverty does

Shana Hazan

Always consider African Americans

Jackie Majors

Grateful and motivated

Kris Perry

Need a supportive system for each child

Elsa Jimenez

Proud representative of Mexican Immigrants

Mayra Alvarez

Not okay to NOT talk about widespread trauma and things we can do

Nadine Burke-Harris

I hate injustice

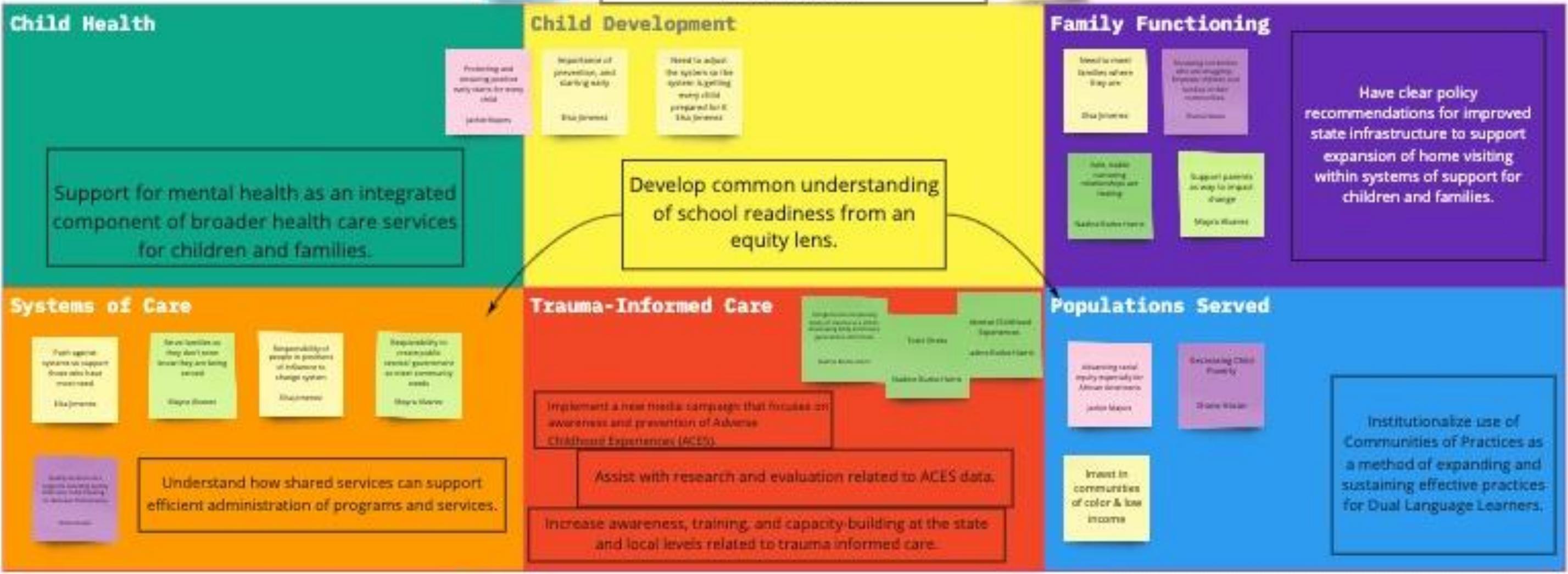
Molly Munger

Aligning Action to Outcomes

Address COVID-19 recovery through program investments and/or research (e.g., children and families, early childhood education, and/or school readiness, etc.).

Early
Molly Minger

Each child should have an opportunity to reach their full potential despite race and place.
Lisa Jimenez



How it can lead to equity as higher systems can take care of other programs.
Molly Minger

Early Childhood Funding
Nadine Butler Harris

Retreat Takeaways

Be Bold

- Take on a big challenge that First 5 California is uniquely able to address

Be Strategic

- Identify a clear north star with measurable goals
- Leverage the unique strengths of First 5

Be About the Moment

- There is growing recognition and support for investments in early childhood – the cause championed by First 5 is now receiving national attention
 - Importance of early brain development
 - Protective factors
 - Breaking the cycle of poverty through two-generation approaches

Be Focused

- Better does not mean more; focus and coherence matters



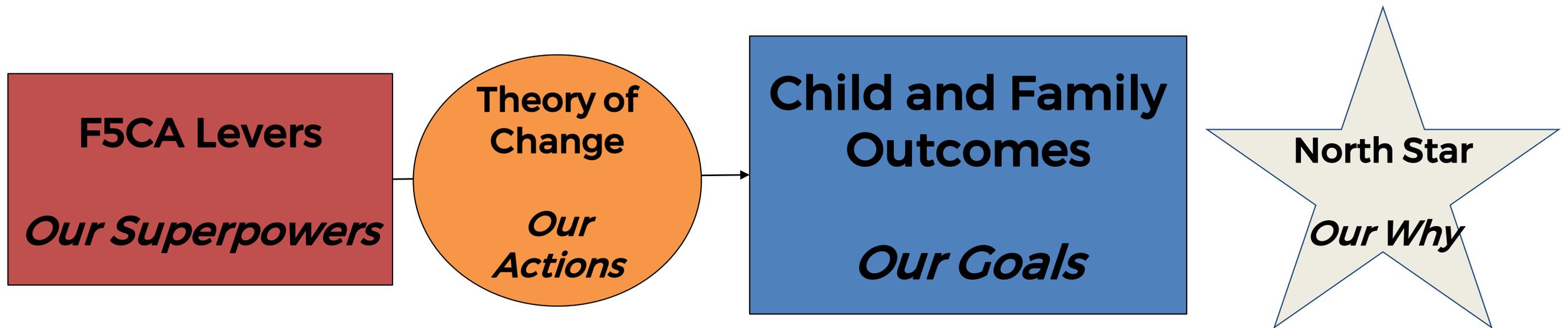
The Retreat provided staff with inspiration and much to contemplate

- **First 5 California's "why" guides our strategic direction.**
- **We have an engaging and compelling story to tell about our work that may be inhibited by the jargon.**
- **We have many strengths and unique attributes to build on.**

Reflections from Staff

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Strategic Framework



First 5's Levers

- **Advocate & Educate**
 - Getting the message out, informing the public, and building support
- **Relationships/Partnerships**
 - Convenor, connector, leader
- **Resources**
 - Funder
 - Expertise
- **Reputation/Brand**
 - Birth to 5, whole child
- **Catalyst**
 - Spark, innovator

Current Priority Area Goals

Child Health

- All children thrive by achieving optimal health prenatal through age 5.

Child Development

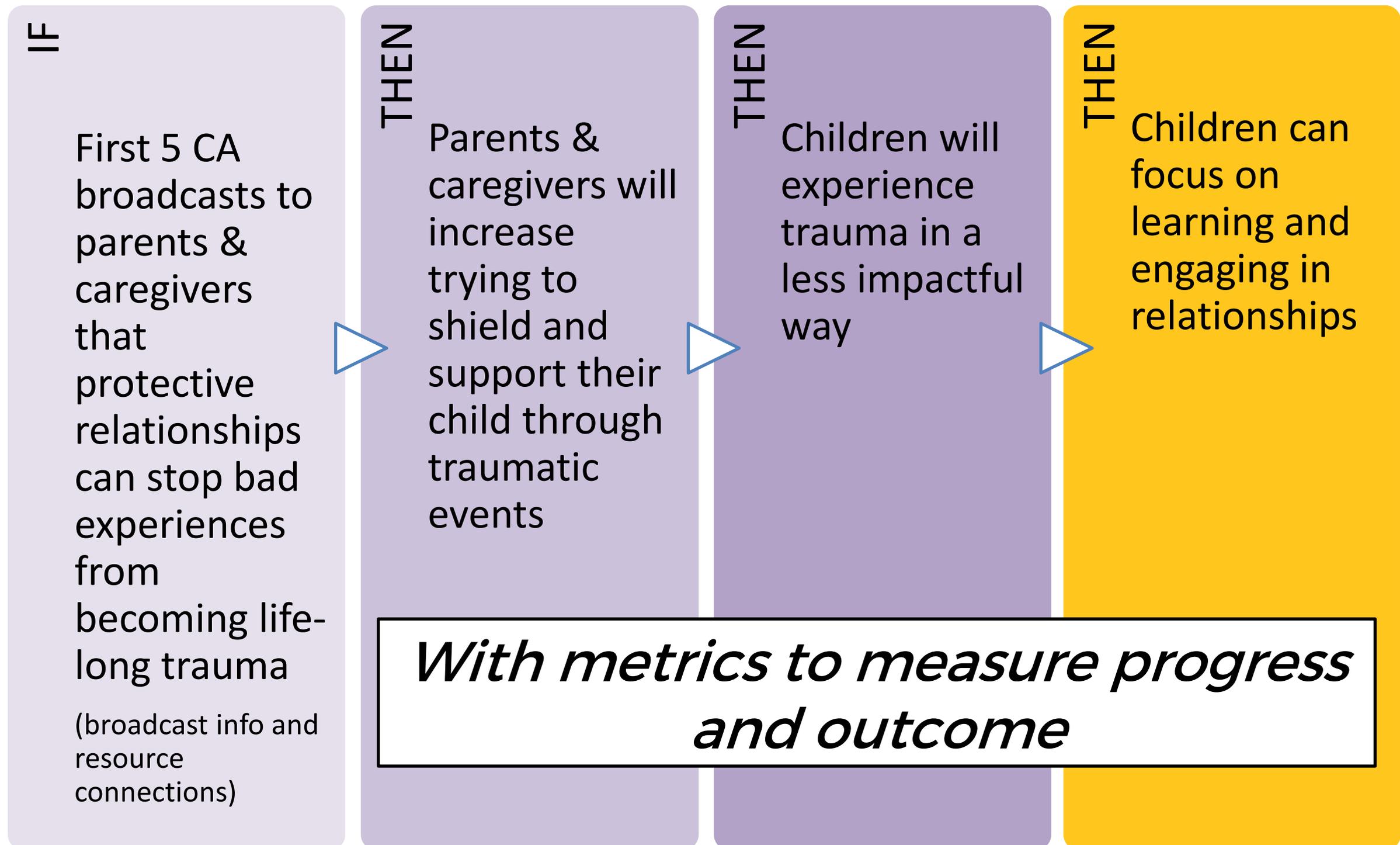
- All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.

Family Functioning

- All families have the knowledge, skills, and resources to support their children's optimal development.

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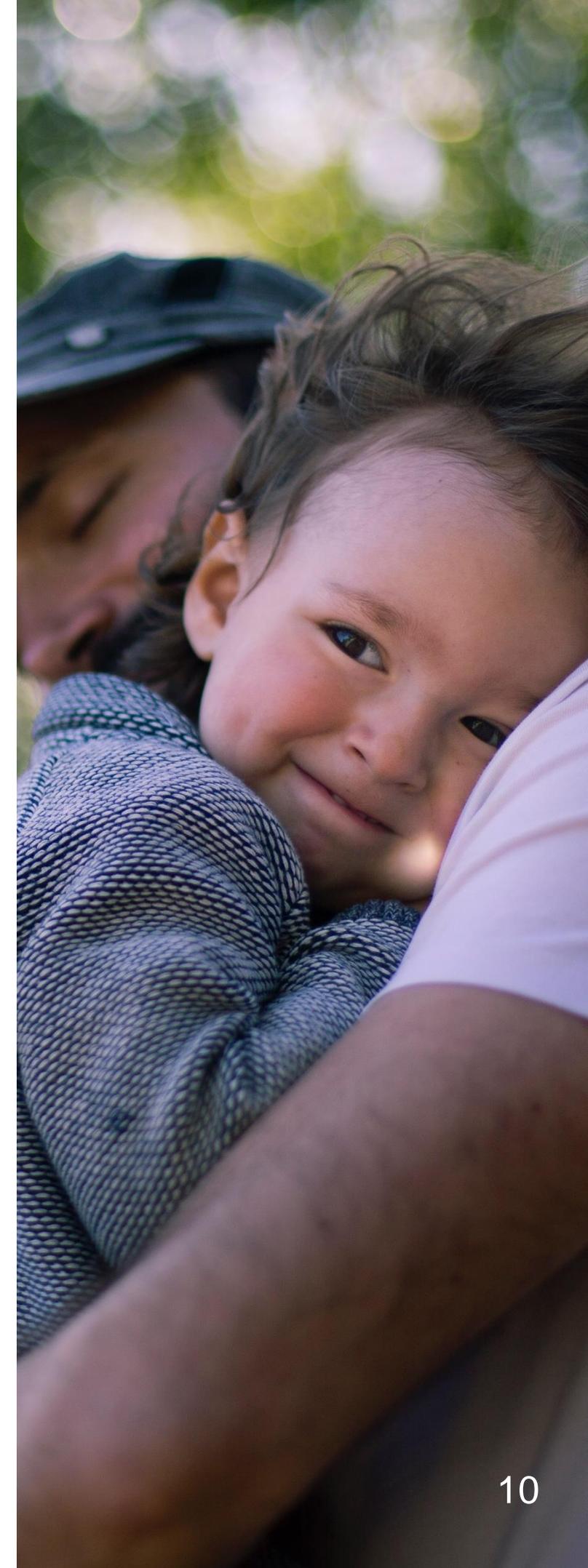
Evolving and Responding to Opportunity



Setting the North Star

Orienting actions and decisions

Protective relationships can stop bad experiences from becoming life-long trauma.





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Next Steps

- Create a Shared definition of Equity
 - Strategic Plan Values Statement (2014)
 - First 5 California Principles on Equity (2008)
- F5CA staff continue work with Strategic Planning Advisory Committee to fine tune “North Star”
- F5CA Commission to adopt “North Star” statement
- F5CA staff to identify SMART goals oriented towards “North Star”

Discussion

