



CHILD CARE LAW CENTER

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STRATEGIC PRIORITIES

APPROVED BY THE CHILD CARE LAW CENTER

BOARD OF DIRECTORS APRIL 10, 2006

I. Promote Child Care Systems Change

- Ensure that all work leads to positive systems change and preserves critical aspects of the system for the benefit of children and families particularly those facing barriers.
- Facilitate debate of big issues to contribute to the development of a unified vision of the system we want to build for the benefit of children, families and communities.
- Enforce the correct application of laws, regulations, and policies by providing legal assistance, collaborating with local legal services agencies, and addressing systemic problems.

II. Maintain and Expand Linkages

- Create opportunities for all people and communities to participate in defining the vision, developing policy and making positive change.
- Communicate and build partnerships with parents.
- Form alliances with other child care organizations when possible.
- Build partnerships with legal and advocacy groups and utilize pro bono resources.
- Establish connections with the health care community.
- Place a priority on strengthening current relations and developing new partners among diverse advocacy, child care and other community based organizations.

III. Strengthen and Diversify Staff and Board

- Continue commitment to organizational diversity as we plan and implement all aspects of our substantive work and organizational development work.
- Continue efforts to increase the diversity of the staff and board and to recognize and value the diversity within our current staff and board with a particular focus on racial, ethnic, disability and language diversity.
- Continue efforts to expand language accessibility and cultural competence for our services for non-English speakers.
- Continue work to recruit a diverse pool of law students to the child care law arena.

IV. Increase and Diversify Funding

Increase visibility and support for CCLC building on the 20th anniversary.

- Continue work to significantly expand unrestricted support with a focus on individual donors to increase capacity to respond to emerging issues and support legislative advocacy and litigation.
- Continue work to build a law firm campaign as a key component of our annual campaign
- Continue to expand and diversify our Foundation funding base both in California and for work in other states.
- Explore corporate foundations

- Increase pro bono support.
- Raise sufficient funds to have a full-time development position.
- Increase income from publications by expanding marketing efforts and evaluating alternate distribution models.
- Increase fee for service income from training
- Explore new sources of fee for service contracts

V. Raise Organizational Visibility of the Child Care Law Center

- Develop resources and strategies to increase the effectiveness of our communications including e-alerts and our newsletter.
- Strategically ensure that we use a variety of communication media, including listservs and our website to meet our substantive and strategic goals, and maintain an effective CCLC web presence.
- Maintain efforts to assure national visibility of CCLC in child care, legal services and advocacy communities.
- Continue the release of new and updated publications as a major visibility strategy and substantive priority for the coming year.

VI. Increase Organizational Effectiveness with Infrastructure and Support for Staff

- Develop more effective information system management, focusing on library and filing systems.
- Develop strategies to foster the development of leadership roles for staff members within the organization and in the community.
- Continue efforts to make CCLC salaries and benefits at a level appropriate to recruit and retain competent and committed staff.
- Provide all staff with access to appropriate training and other resources.

VII. Prepare for 2007 Strategic planning

- Develop resources and plans for 2007 extensive strategic planning process
- As a prelude to overall strategic planning for 2007,
 - Develop information to evaluate the racial and ethnic diversity of the clients we serve and our partners;
 - Develop information to evaluate the socioeconomic status of the clients we serve and our partners;
 - Develop relevant data regarding the Information and Referral Line
 - Gather relevant data about child care advocacy and legal capacity in states outside California
 - Determine other information needs to ensure a rich strategic plan
 - Develop a comprehensive review of the environment for the children and families we serve and the role of early care and education

VIII. Priorities Completed

- Use 20th anniversary year to raise organizational visibility to a targeted community of potential donors (e.g. legal community), using a variety of methods including donor focused-events
- Launch the redesign of publications and logo.
- Improve CCLC technology including off site access.