



Parents as Teachers®

## Strategic Framework Highlights

The following is a summary of the comprehensive Strategic Framework to guide the decisions and work of Parents as Teachers through fiscal year 2019. A detailed Strategic Framework is available upon request.

Goal	Key Outcomes by FYE 2019	Goal	Key Outcomes by FYE 2019
<p><b>Deepen and Demonstrate Impact</b></p> <p><b>Goal 1:</b> Conduct increased levels of research and evaluation that strengthen our evidence base for all programming and services.</p>	<ul style="list-style-type: none"> <li>■ Implement comprehensive research and evaluation plan to identify, prioritize, and demonstrate impact measures for the next three years.</li> <li>■ Launch at least one research or evaluation study annually.</li> <li>■ At least 60 percent of affiliates will have achieved or maintained model affiliate status.</li> <li>■ 80 percent of endorsed affiliates will retain their Blue Ribbon status.</li> <li>■ Conduct limited direct services as a laboratory for continued learning, research, improvement and service.</li> </ul>	<p><b>Elevate Awareness and Understanding</b></p> <p><b>Goal 4:</b> Elevate awareness and understanding of Parents as Teachers in order to successfully and strategically expand its impact and support its growth.</p>	<ul style="list-style-type: none"> <li>■ Demonstrate an incremental increase in public awareness annually.</li> <li>■ Parents as Teachers will be featured in at least four national media outlets and six industry influencer outlets per year.</li> <li>■ Brand realignment strategy is successfully launched.</li> <li>■ A new website and informational materials will be in place and current.</li> <li>■ Proactive social media communications will be routine.</li> </ul>
<p><b>Build Sustainable Growth</b></p> <p><b>Goal 2:</b> Grow the Parents as Teachers network to impact more families and children.</p>	<ul style="list-style-type: none"> <li>■ Increase families and children reached by three percent annually.</li> <li>■ Establish Parents as Teachers leadership and infrastructure in two additional states annually.</li> <li>■ Achieve annual fundraising and earned revenue goals.</li> <li>■ Implement a strategy for increasing model affiliates and curriculum subscribers by three percent annually.</li> <li>■ Expand foundational trainings and curriculum, and Knowledge Studio™ usage by three percent annually.</li> <li>■ Build and implement a business plan for reaching families universally through an earned revenue model.</li> <li>■ Pilot technology-based approach for service delivery.</li> </ul>	<p><b>Strengthen Organizational Effectiveness</b></p> <p><b>Goal 5:</b> Strengthen organizational practices, structures and culture to fulfill the mission, vision, and goals, and align with values and operating principles of the organization.</p>	<ul style="list-style-type: none"> <li>■ Organizational structure is aligned with strategic goals and outcomes, and implemented for internal continuous quality improvement (CQI) by FYE 2016.</li> <li>■ A culture of best practice and professional excellence exists at all levels of the organization and includes professional development and team training.</li> <li>■ Staff will consistently meet or exceed established annual performance measures related the strategic framework.</li> <li>■ Identify physical location(s) to meet creative and growth needs by FYE 2017.</li> </ul>
<p><b>Expand Leadership</b></p> <p><b>Goal 3:</b> Expand Parents as Teachers' leadership role in the field of early childhood and parenting support through advocacy, convening, partnerships, collaborations, and cross-sector initiatives.</p>	<ul style="list-style-type: none"> <li>■ Establish budget line items for Parents as Teachers in at least two states or local jurisdictions annually.</li> <li>■ Secure at least two successful partnerships, collaborations and/or cross-sector initiatives annually.</li> <li>■ Through partnerships, implement at least two new two-generation pilots.</li> <li>■ Implement a strategy to address demographic and other changes in society.</li> </ul>		