



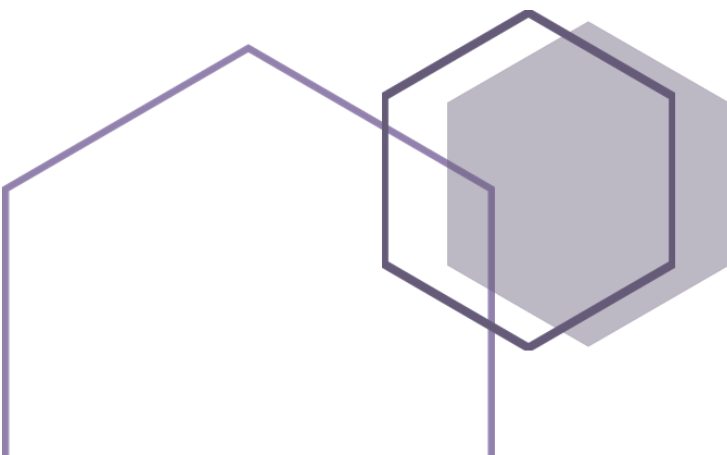
Strategic Plan 2022 - 2024



An Organization Committed to Southern Issues - Our Mission

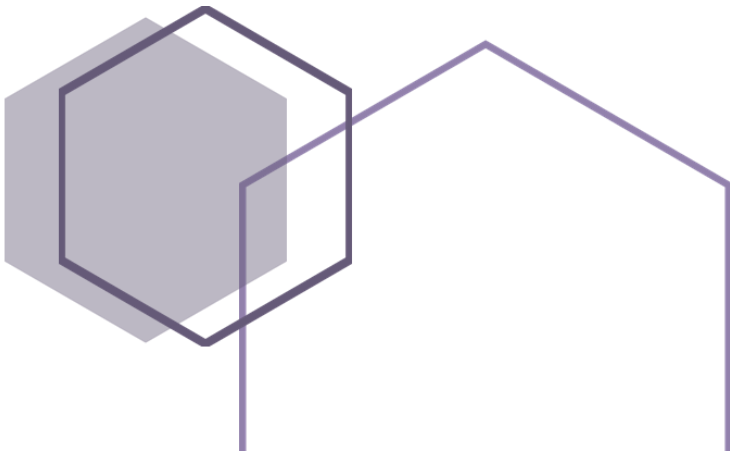
The Southern Early Childhood Association (SECA) is committed to improving the quality of care and education for young children with their families through advocacy and professional development.

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





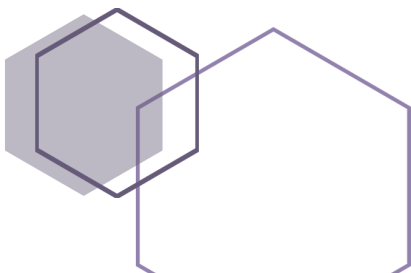
Strategic Objectives and Organization Goals



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		

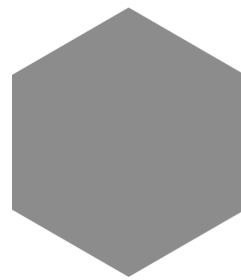
Goal: Increase SECA visibility through marketing, branding and social membership

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