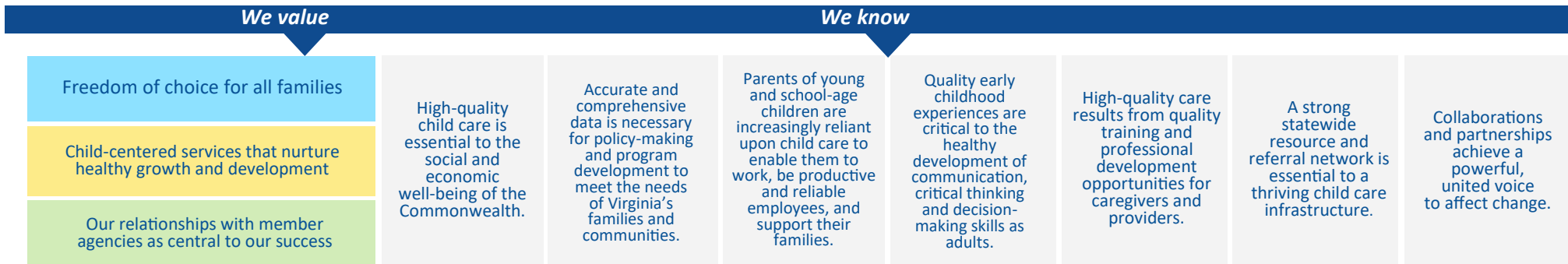


# Our Vision: High-quality child care is available and accessible to all families in Virginia.

**Our Mission:** We improve child care in Virginia by developing the child care workforce, maintaining comprehensive child care data, empowering families through education, and advocating for Virginia’s children.



## Our Five Strategic Priorities:

### 1 We manage and support a cohesive statewide network of regional child care resource and referral expertise.

**STRATEGIES**

- Monitor and support current network members and subcontractors to ensure maximum accountability and quality service delivery.
- Maintain accurate and relevant data at the statewide and regional level.
- Engage stakeholders in strategic thinking to position the organization for long-term sustainability.

### 2 The child care provider workforce is knowledgeable, skilled, and sufficient to meet the needs of every Virginia community.

**STRATEGIES**

- Enable and promote provider access to training based on identified child care competencies and innovative best practices.
- Support quality improvement initiatives for all child care providers in VA.
- Attract and retain child care providers to meet future demand.

### 3 We are Virginia’s advocate and voice for quality child care in all settings.

**STRATEGIES**

- Utilize our data to promote awareness of the state of child care in Virginia.
- Lead, educate and encourage decision-makers and families to support quality child care.
- Strengthen regulatory support for quality child care in Virginia.

### 5 Our organization is effectively led, governed, and managed with adequate resources.

**STRATEGIES**

- Maintain human resource capacity and develop specific expertise to accomplish strategic priorities.
- Diversify revenue sources and fundraising tactics to improve the organization’s sustainability.
- Build and sustain an active, diverse and committed Board to provide leadership, oversight and resources.

### 4 Communities, families, and decision makers have access to the information they need and want about child care resources.

**STRATEGIES**

- Establish and sustain CCA-VA as a primary source of child care information.
- Empower the public to be informed consumers of quality child care.
- Educate employers and funders about the economic impact of quality child care and the Child Care Aware network.

