



## ELP STRATEGIC PLAN (FY2021 - FY2023)

**Vision:** Young children in York County enter school ready to learn.

**Mission:** ELP mobilizes people, leverages resources, and empowers social, emotional and early literacy programs that help prepare children, birth to age 5, for school success.

**Assumptions:** (1) Families armed with books help deter the effects of poverty. (2) Literacy develops along a trajectory building off previous phases, and the language abilities at the age of 3 and 4 are strong predictors of literacy skills through the early grades and beyond. (3) Children are born with all the neurons or building blocks they will ever have, and by exposing children to language, cadence, and short, repetitive phrases (such as with reading books), those synapses or bridges can be built. (4) Reading exposure prior to kindergarten shows a meaningful, measurable impact on how children's brains process stories and future reading success. (5) Social-emotional skills help children manage emotions, build healthy relationships, and show empathy and understanding. Loving relationships provide young children with a sense of trust, safety and confidence which teaches young children how to form friendships, communicate emotions and deal with challenges into adulthood.

**Partnerships/Resources/Inputs:** ELP staff (Executive Director, Program Coordinator), ELP Board of Directors, Community Volunteers, Piedmont Medical Center (NICU, Women's Tower), OB/GYN offices, York County School Districts, York County Pediatric Offices and Community Health Clinics (pediatricians, nurse practitioners), training for volunteers/medical staff, Winthrop University, York County Library, York County First Steps, Corporate Sponsorships, Foundation and Corporate Funding

### READ

**Goal 1:** *Provide books to all children in York County and create more opportunities to incorporate group readings in non-traditional areas*

- **Reach Out and Read:** provide new, developmentally and age-appropriate books for each child birth to age five during each well-child visit, offer anticipatory guidance and tips to parents, and "prescribe" reading on a daily basis
  - At least biannually the board will discuss metrics obtained through the ROR program including the practices, medical staff trained, books distributed, etc.
  - At least quarterly, make contact with any pediatric office in York County that is not already a ROR partner.
  - Explore the implementation of national ROR surveys in our local pediatric offices by 1/1/2021.

- **Community Books:** provide age-appropriate and relevant books to children throughout York County
  - Support partnerships to support restocking books in the community (e.x. Junior Welfare League effort in laundromats)
  - Support the four York County school districts by supplying book giveaways at least once per year through family literacy programs
  - Support the four York County school districts with an annual Readathon event

## BOND

### Goal 2: Support parental relationships with early literacy efforts

- **Wee Read:** encourage parents with babies in the NICU to talk and read to their child to promote skin-to-skin bonding and provides a blanket and book with reading tips.
  - Continue to support the Wee Read program at Piedmont with at least 60% of NICU parents receiving literacy information
  - At least biannually the board will discuss metrics obtained through the Wee Read program including participation, volunteers, etc.
- **Expectant Parents:** explore expansion of early literacy literature/education to expectant parents
  - Explore the feasibility of an OB/GYN practice literacy component by 12/31/2021

## GROW

### Goal 3: Raise the awareness of the importance of early literacy by providing books and sustaining the work of ELP into the future

- **Board Advocacy:** for the board to be aware and advocate for early literacy efforts
  - At least annually the board will discuss state reporting for all school districts in York county
  - At least annually the board will discuss proposed state legislature that may impact early childhood/education
- **Endowment:** support the future sustainability of the organization
  - Grow the endowment principal by at least \$5,000 annually
- **Organizational Needs:** continue to address the logistical needs of the organization to continue achieving our goals
  - Update the website by 12/31/2020
  - Continue to leverage social media through at least 15 posts monthly
  - At least biannually the board will receive an update on social media hits, likes, outreach, etc.
  - Complete a full outline/timeline of the Executive Director roles and responsibilities by 6/30/2021