



FHSA Strategic Scorecard 2021-2022

This plan is based on FHSA fiscal year October 01, 2021 – September 30, 2022

MISSION: To enhance and support the capability of local Head Start programs in the delivery of high-quality services for our children and families.





SMART GOAL #1: Increase membership by expanding the FHSA Value Proposition.

-  Analyze FHSA current membership benefits and usage to identify areas in need of improvement. *[Board of Directors & Membership Committee]*
-  Roll out a new cost saving member benefit by September 2022. *[Board of Directors/Executive Director/ Membership Committee, Corporate Sponsors]*

SMART GOAL #2: Increase FHSA funding.

-  Create realistic revenue growth increases for FY22 by May. *[Board of Directors & Finance Committee]*
-  Grow the number of event sponsors by 5% over previous year through developing strategic and recruitment initiatives of FHSA Corporate Partners and Sponsorship packages. *[Board of Directors & Finance Committee]*
-  Grow number of participating Corporate Sponsors Program participants annually. *[Finance Committee Nand Board of Directors]*

SMART GOAL #3: Expand and improve FHSA communication tools and methods.

-  Increase FHSA followers on current social media platforms by 25% and implement a LinkedIn group.. *[Executive Director & Marketing Ad hoc Committee]*
-  Produce and distribute three (3) member, parent and sponsor testimonial videos to promote FHSA membership by September 2022.. *[Executive Director, Marketing Ad hoc Committee, Membership and Professional Development Committee, Members]*



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SMART GOAL #4: Increase education, training, and awareness to enhance advocacy at the local, state, and federal levels.

Create collateral material templates to include information on funding, statistics, and demographics for FHSA member use. *[Executive Director, HSSCO, Advocacy Committee]*

Develop an Advocacy Toolkit to include training from subject matter experts on policy and advocacy skills. *[Executive Director & Advocacy Committee]*

SMART GOAL #5: Enhance opportunities for networking and education at FHSA events.

Initiate a Buddy Program for new Directors and content area managers, to include Education, ERSEA, Health, and FCE. *[Membership Committee or establish a workgroup]*

Establish partnerships with private entities to provide enhanced professional development to members that include shared revenue. *[Professional Development Committee]*

SMART GOAL #6: Expand FHSA collaborative efforts within the state for Head Start programs.

Establish a quarterly meeting schedule to maintain relationships with Department of Children and Families, Department of Education, and the Office of Early Learning

Identify opportunities to provide higher education and training at a discounted rate for Head Start employees by establishing partnerships between FHSA, colleges, and universities within the state. *[Task Force or Work Group / Regional Director Group]*