



STRATEGIC DIRECTION 2021-2024

VISION

All Rockingham County children are thriving, regardless of who they are or where they live.

MISSION

Serving as an ally for families and a catalyst for community change to ensure children enter school prepared to reach their full potential.

WE BELIEVE IN

- providing equitable access to high-quality, affordable early childhood opportunities for all children and families.
- responding to the barriers children and families face that have been created by historical and systemic oppression, with an explicit focus on racism.
- using data to create a culture of innovation allowing us to meet the diverse needs of children and families.
- creating and nurturing meaningful and sustainable partnerships and collaborations.
- centering the voices and experiences of families and early educators' by including them in decision making.
- building a highly skilled, proactive team committed to continuous learning, integrity, and justice.



CONNECT. SUPPORT. BUILD.

Families and early childhood educators will have the knowledge, skills, and resources they need to solve their challenges.

OUTCOMES

- ✓ Amplify our position as the hub for all families and early childhood educators in need of connection to resources, services, and support.
- ✓ Increase the quantity and quality of early childhood education opportunities.
- ✓ Optimize birth and child development outcomes and enhance family economic self-sufficiency.



EDUCATE & ADVOCATE

All children and families will be on a level playing field because of our work with early childhood educators, community members, and decision makers.

OUTCOMES

- ✓ Ensure our community is digitally inclusive by minimizing technology barriers for our organization, our partners, and the families we serve.
- ✓ Increase growth opportunities for early childhood educators and families through individualized coaching, continuing education and the promotion of best practices.
- ✓ Enhance the perception of and expand funding for early childhood programs.



COLLABORATE & CONVENE

Our partners and the community will be united around the common goal of building strong futures for our children.

OUTCOMES

- ✓ Expand and enhance relationships with partners and stakeholders across three focus areas: early education, family support, and health.
- ✓ Create better linkages within the programs that RCPC offers.
- ✓ Expand our base of influence among partners, decision makers, and the general community.



COMMUNICATE

Families, partners and the community are fully aware of RCPC's presence and services.

OUTCOMES

- ✓ Expand the profile of RCPC and its various programs through efficient and effective marketing, communication, and development efforts.
- ✓ Ensure that early childhood education is included in relevant community conversations about child development, school success, and economic vitality.

OUR PROGRAMS & INITIATIVES

P.O. Box 325, Wentworth, NC 27375 336.342.9676 rockinghamkids.org

EARLY EDUCATION SERVICES

Provides professional development and coaching to early childhood educators in child care centers and homes and assists with child care program start-ups.

CCR&R BLOCK GRANT

Provides support to early childhood education facilities and school-age care programs through access to regional Infant-Toddler and Behavioral Specialists.

CHILD CARE SUBSIDY

Assists families below 100% of the state median income with the cost of child care.

PARENTS AS TEACHERS

An evidence-based home visiting program for families with children prenatal to kindergarten entry focused on optimizing children's development and supporting families.

COMMUNITY OUTREACH & AWARENESS

Educates the community about RCPC and the needs of young children and their families.

EDUCATION INCENTIVES

Awards cash incentives to early childhood educators completing courses toward an AAS or BA/BS in early childhood education/child development.

CHILD CARE WAGES

Provides education-based salary supplements for early childhood educators and directors who are historically underpaid.

NC PRE-KINDERGARTEN

Delivers high quality educational experiences to enhance school readiness for eligible 4-year-old children.

REACH OUT & READ

Through a partnership with medical providers, families with children birth to 5 receive a "prescription" for reading. During their child's well child check-up, children receive an age-appropriate book.

PROGRAM COORDINATION/ EVALUATION

Examines early childhood data to determine community need. Coordinates, evaluates and monitors RCPC programs and services to ensure accountability and model fidelity.

NURSE-FAMILY PARTNERSHIP

Pairs registered nurses with first-time parents to achieve optimal birth, child development and familial outcomes using an evidence-based framework.

ADOLESCENT PARENTING PROGRAM

Supports pregnant and parenting individuals ages 13-20, focusing on education, self-sufficiency, developmental outcomes and delaying a second pregnancy.

DOLLY PARTON'S IMAGINATION LIBRARY

Provides a book by mail each month, at no cost, to enrolled children from birth until their 5th birthday.

KIDSREADY-ROCKINGHAM

Supports community leaders and stakeholders to improve systems operation and outcomes for young children focusing on social-emotional health.

KALEIDOSCOPE PLAY & LEARN

Weekly facilitated playgroups for children, birth to 5 and their caregivers focusing on early literacy and social-emotional development.

CHILD CARE HEALTH CONSULTANT

Promotes healthy and safe environments for children in child care settings through targeted and comprehensive consultation, group training and general resource sharing.

