



INSTITUTE for CHILD SUCCESS

Strategic Vision 2021 - 2025

ICS pursues the success of all children by proposing smart public policies, grounded in research, advising governments, nonprofits, foundations, and other stakeholders on strategies to improve outcomes, sharing knowledge, convening stakeholders, embracing solutions, and accelerating impact, and encouraging and cultivating catalytic, innovative leadership in early childhood.

Equity

The research is clear: data shows that racial inequity has been an issue long before ICS was founded. Therefore, the success of all children is contingent on an equitable early childhood ecosystem. Consequently, ICS' mission requires it to mobilize in instances of inequity within the system.

| <u>Clarify Deliverables</u> | | <u>Foster Growth Culture</u> | | <u>Elevate Profile</u> | | <u>Expand Footprint</u> | |
|--|-----------|---|----------|---|------------|---|--|
| Execute product development <ul style="list-style-type: none"> Define space in PFS/Innovative Financing, equity, policy, and planning Create short, medium, long term goals within each area Identify capacity gaps; align staff, fellows, and/or funding for growth | | Optimize personnel <ul style="list-style-type: none"> Realign staff to optimize capacity, delegate responsibility, increase accountability Execute annual performance management Identify capacity gaps Define fellow role and expand program Develop and integrate board pipeline with inclusion in mind | | Increase expert presence <ul style="list-style-type: none"> Define target audience (geography, organization, topic) Set annual presentation goals for expert and executive staff | | Cultivate existing relationships <ul style="list-style-type: none"> Deepen existing relationships, build trust and reputation Leverage existing relationships into new ones | |
| Refine organizational priorities <ul style="list-style-type: none"> Identify mission-aligned target organizations/geographies Align ICS efforts to funding priorities | | Diversify income <ul style="list-style-type: none"> Execute endowed campaign Increase net income for events Expand capacity building, equity, and other fee for service portfolios | | Leverage existing events <ul style="list-style-type: none"> Magnify network building opportunities, focus on relationship building Realign staff to optimize return on investment | | Build new early-childhood relationships <ul style="list-style-type: none"> Identify target organizations, geographies, and funders Create and execute outreach plan with goals (who by when) | |
| Magnify what works <ul style="list-style-type: none"> Publish at least six research documents annually, increase with capacity Manage and execute events Continue and grow Early Childhood Common Agenda Diversify grant portfolio | | Integrate values <ul style="list-style-type: none"> Set values Lead with values in public, integrate into comms Revisit values, adapt | | Streamline communications <ul style="list-style-type: none"> Identify specific audiences, segment as necessary Simplify messaging (bottom line up top, 3 bullets or fewer) Build and execute comms/content calendar with audience goals | | Engage non-early-childhood stakeholders <ul style="list-style-type: none"> Initiate "Moonshot Idea Incubator" Build and execute engagement plan for business community (who by when) | |
| <i>Foundational</i> | | ICS Values | | | | <i>Aspirational</i> | |
| Nonpartisanship | Integrity | Equity | Humanity | Partnership | Innovation | Results | |