

Midwest AEYC Alliance Strategic Plan 2007-2013

Program Area	Outcome	Indicator	Target
Finance	The Midwest AEYC will be financially stable and will develop new sources of revenue	New revenue sources	One new source annually
Goals		Objectives	
1. Seek new funding sources		A. Develop organization profile/marketing materials for the purpose of marketing to alternative funding sources B. Continue to investigate alternative funding sources such as foundations and grants	
2. Match funding to new programs and services		A. Sponsor piggy-backed events at state events and conferences B. Develop sponsorship for events or portions of events (in collaboration with any hosting state). C. Sponsor profit-making professional development for targeted groups such as associations or nonprofits	
Program Area	Outcome	Indicator	Target
Communication	The Midwest AEYC will have clear, regular and consistent communication with the governing boards of all member states and within the Council and NAEYC	Member states initiate and respond to communications with the Midwest Council	100% of member states
Goals		Objective	
1. Provide user friendly methods for member states to become more familiar with Alliance and benefits provided		A. Update an online community to support member states B. Get the website up and functional C. Develop marketing materials for use at NAEYC, Midwest, and member state events, profiling the organization, that are available in both electronic and print form	
2. Continue to improve recordkeeping		A. Focus on online aspect of recordkeeping for Council documents B. Focus on providing online reporting from grants and stipends	

Program Area	Outcome	Indicator	Target
Program and Services	Support organizational and leadership development	A broad spectrum of programs services, services, resources are available	Assess needs of member states
Goals		Objectives	
1. Develop programs and services identified by member states through the needs assessment.		A. Reinstate grants at a minimum range of \$100 to a maximum of \$1,500 after 10/01/07 B. Offer a dynamic leadership event/institute beginning with April 2008 in Des Moines C. Look at long term plan to staff MWAEYC	