



VCCA STRATEGIC PLAN 2019-2021

In response to the 2018 membership survey and VCCA board discussion on priorities for the next three years, the following priorities were identified for the strategic plan:

1. VCCA's top strategic plan objective is advancing and defending the legislative priorities of the early education and child-care industry in the state, including the General Assembly, and policy and regulatory authorities. The top concern of VCCA will always be focused on ensuring the health, safety, and education of children.
2. VCCA has prioritized membership growth during the next three years, with special emphasis on increasing numbers of child-care business owners and Preferred Partners.
3. VCCA takes seriously all state regulations and laws and will work to ensure these are applied with equity to all programs and facilities caring and educating for children in Virginia. Of particular priority is ensuring enforcement and application of regulations for martial arts businesses, at-home care providers, government, and currently exempt providers.
4. VCCA will support growth and professionalism of the child-care and early education workforce and help identify and promote innovative, affordable solutions in hopes of addressing the teacher shortage and elevating the professionalism and status of the industry. VCCA also will support and work with Virginia entities that are transforming the early education system to ensure high-quality, innovative pathways for a high-qualified workforce.