Following an introduction activity, Garrison and Claudia provided an agenda for the day and began the dialogue with the establishment of ground rules.

**Ground Rules For the Day**

- Seek to understand rather than convince
- Respect Others Comments/Opinions
- Be honest
- Ask lots of questions
- Use a wide angle lens (out of my box thinking)
- Avoid acronyms
- Be responsible for your own needs
- Cell phones off or on vibrate

An overview of the strategic planning project with timeline was provided to participants, followed by a brief introduction to the idea of guiding principles.

**Developing Guiding Principles**

(The group brainstormed a list of those items that should guide the work of the Mobilization Team. Refinement of the brainstorm will follow in subsequent discussions and be included in the Coalition’s Charter.)

- Diversity
- Considering children in context of family
- Access to all, no barriers
- Positive impacts on families
- Are we effectively using existing resources?
- Parents (caregivers, significant adults, paid caregivers) are children’s first teachers
- Early Learning Coalition is part of larger system and communication
- Inclusion is important (for parents and children)
- Focus on how community can support, embrace all children and parents
- There are multiple barriers to early learning (look at the whole child)
- Measurable Outcomes - lots of research and evidence-based practice
- Look at the whole child
- Child-centered, child driven
- Gender parity in leadership and opportunity
**Coalition Charter**
A draft Coalition Charter was presented for the group to review that incorporated the current by-laws, leadership team roles and mobilization team roles documents adopted by the Coalition in 2008. The group’s attention was called to placeholders in the document for items such as guiding principles, goals, outcomes and strategies. She introduced the idea that a Coalition Charter allows membership and the public to understand what the Coalition is about and what membership is accountable for as partner in the organization. Refinement and completion of the document is one of the anticipated products of the project.

**Governance Structure**
A governance structure draft was provided to participants as Garrison described the purpose for and content of the graphic. Information for the document was gleaned from Coalition documents and from research on coalition governance. Discussion followed with clarification from the group that a function of the Executive Team should focus on analyzing data for success rather than gathering and evaluating data.

The draft governance structure will be revisited during the strategic planning process, shared with the leadership team for comment, returned to the Mobilization Team for additional comments before finalizing.

**Goals, Outcomes and Strategies Identification**
The group participated in a series of activities designed to focus the Team’s thinking about goals, outcomes and strategies. The following documents the three “goal” areas, potential outcomes and strategies for focus under each. Future work will refine and prioritize.

**Goal Area: Education/Raising Awareness**

**Potential Outcomes:**
- Community buy-in and understanding about child experiences and development (e.g. ACES)
- Awareness of the importance of early childhood education and particularly brain development
- Deepened understanding of how what we do affects children’s brain and other development
- Our hardest customers are inspired to partner and access what services and supports exist
- Engaged, broad coalition of champions is mobilized across sectors
- Health professionals and others have been recruited and educated to appropriately refer (e.g. early intervention)

**Potential Strategies: (check mark indicates currently happening)**
- United Way campaign
- Prenatal education (increase and building on)
✓ Commitment to Community (engage people in neighborhoods)
  o Build on Community Events and get more of them started
  o Raising our own awareness and assumptions
✓ Born Learning Community events (recreate or re-implement)
  o Create an ACE’S community network
  o Bring information and resources to younger audience
  o Utilize media outlets (TV, UB, Radio, food ad’s, placemats) to share key info (i.e., kinder readiness)
  o Educate medical providers
  o Increase communication and collaboration within us
  o Creating a blog; website; list serve, Facebook group
  o Prevention and education
  o 1st annual learning event
  o Early learning fairs

Goal Area: Supporting Early Learning Professionals

Potential Outcomes:
  ❖ Professional attainment of early learning professionals is increased
  ❖ Early learning professionals are valued, revered and treated as professionals
  ❖ Professionals are knowledgeable about how to include children with special needs

Potential Strategies (check mark indicates currently happening)
✓ Coalition
✓ Walla Walla Community College (i.e., Building Bridges, STARS)
✓ Department of Early Learning
  o Funding for education and training
✓ Blue Mountain Association for the Education of Young Children
✓ Child Care Resource and Referral
✓ Child Abuse Prevention Council
✓ Public Health Nurse-Child Care Consultant
✓ CHS – Inter-Agency support
  o Recognizing outstanding child care providers
  o Government support and fund profession
  o State funding should be based on month, rather than hour/day (child care subsidy?)
  o Retreats/incentives
  o De-stress opportunities (i.e., support group; increase vacation time)
  o Public recognition
  o Benefits (health care)
  o Access to or encouragement to join professional organizations (NAEYC), conventions, workshops
  o Respecting coalition members’ time by aligning goals/minimizing duplication of efforts/working SMART/communicating effectively
**Goal Area: Supporting Parents/Families**

**Potential Outcomes:**
- Child aggressive behaviors are reduced
- Parent ability, effectiveness and confidence are bolstered
- Understanding of what is needed to effectively parent is deepened
- Pre-parenting skills and effective decision-making is enhanced
- Home experiences of children are improved
- Sense that Walla Walla supports parents in their important role is increased
- Parent coping skills are increased
- Sophistication of the differences among sub-groups of parents is increased
- Families with children experiencing disabilities are supported
- Families are engaged in necessary support services

**Potential Strategies (check mark indicates currently happening)**
- **✓** Home Team
  - Increase access to Home Team services and funding and accountability
  - Families of incarcerated parents – provided education and support to both parents (incarcerated and at-home single parent)
- **✓** Early Head Start/Head Start/ECEAP
  - Expand program hours, eligibility, sliding scale for Head Start
- **✓** Pre-parenting skills:
  - Provide comprehensive access at mid and high school levels
  - Teen parent services and education/training provided to all teen parents (when possible through a trusted mentor)
- **✓** Parent to Parent
- **✓** Mom’s Network
- **✓** MOPS
- **✓** SPARK – CHSW
- **✓** Tot spot/WWCC Co-op preschool
  - Prenatal-nurse family partnership
  - Medically accurate sex education as pre-parenting skill
- **✓** Early Intervention Program
- **✓** Infant/Toddler Intervention
  - Parent support line – family helpline
  - Nanny 911
  - Parent-support “Tupperware Party”
- **✓** Young Lives – Teen Moms
- **✓** YWCA
  - Crisis Nursery
  - Parent anonymous
  - Spotlight articles from parents
- **✓** Bilingual/bicultural programs
A fourth goal area emerged with possible outcomes. Strategies were not brainstormed during this process for this goal area.

**Goal Area: Systems/Framework**

**Potential Outcomes:**
- Sustainable early learning system is built
- There is a centralized resource guide for parents
- There is a centralized resource guide for professionals
- Funding is strengthened and coordinated for early learning
- Developmental screening is improved and standardized
- Walla Walla demonstrates it is an inclusive community
- A framework for thinking about strong family development is adopted
- There is a great understanding of what is working in the community
- Increased understanding of what adjustments to services make them relevant and accessible
- Effective programs have increased resources to take them to scale
- We have figured out where families are and how to reach them
- We have defined school readiness

The next steps of refinement will include feedback to participants for accuracy of list, as well as prioritization of outcomes and strategies for inclusion in plan.

Using a handout on the purpose of key informant interviews, participants identified persons in the community who may provide further insight, diversity and thought about work of the Coalition.

And, finally, participants completed a brief and informal evaluation of the day’s meeting.

**Participants at Mobilization Team Session**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Angie Alden</td>
<td>Department of Children &amp; Families</td>
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<tr>
<td>Carla Nibler</td>
<td>Infant/Toddler Early Intervention</td>
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<tr>
<td>Cathy O'Brien</td>
<td>YWCA</td>
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<td>Chris Hilderbrand</td>
<td>Citizen</td>
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<td>Heather Rodriguez</td>
<td>Children's Home Society</td>
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<tr>
<td>Jim McCarthy</td>
<td>Foundation for Early Learning</td>
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<tr>
<td>Judy Peasley</td>
<td>Walla Walla Public Schools</td>
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<tr>
<td>Julia Leavitt</td>
<td>Commitment to Community</td>
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<td>Kathy Covey</td>
<td>Blue Mountain Action Council</td>
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<tr>
<td>Laurie Withers</td>
<td>Walla Walla Community College</td>
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<tr>
<td>Lesley McCormmach</td>
<td>Citizen</td>
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<tr>
<td>Liz McDevitt</td>
<td>United Way of Walla Walla County</td>
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</table>
Michelle Meyer  Walla Walla Community College
Nicole Rindal  NWICS
Stephanie Biegel  Children's Home Society
Steve Moss  Blue Mountain Action Council
Suzy Baslee  Early Head Start
Teri Barila  Community Network
Teri Hough  Department of Human Services
Tim Meliah  Catholic Charities
Valerie Rembolt  County Health Department