## 2016 Update

## Michigan's Children Strategic Framework

Vision: A Michigan where all children have an equitable opportunity to thrive from cradle to career

**Mission:** Michigan's Children is the only statewide independent voice working to ensure that public policies are made in the best interest of children from cradle to career. **Policy Priorities:** To mitigate the discouraging and unacceptable gaps that begin early and persist over a lifetime, Michigan's Children has a specific focus on policy priorities that reduce disparities in child and family outcomes. These include:

- Improving school readiness by increasing investments prenatally through age three that support infants, toddlers and their parents.
- Improving career and college readiness by building student success through school/community linkages, including supports for expanded learning opportunities, attendance promotion and discipline alternatives; and expanding investments in programs that support multiple pathways and chances for educational success.
- Ensuring that Michigan is caring for its most vulnerable children and families those at risk of becoming or already involved in child protective services, foster and juvenile justice systems and connecting them to family support services as well as successful education and workforce pathways.
- Building better support for two-generation strategies that help children thrive while their parents move ahead.

## Values:

- Equitable opportunity for all children
- Independent, non-partisanship
- Focus on prevention
- Community engagement
- Aligned and collective action

**Value Proposition**: The only independent, nonpartisan advocacy organization working to close equity gaps for children cradle to career and their families through policy change.

Goals	Public Policies & Programs that Reduce Disparities in Child Outcomes		Objectives: Catalyze support from elected and appointed officials Build public will and action to influence policymakers		Organizational Sustainability	
Strategies	<ul> <li>Data, Information &amp; Policy Analysis</li> <li>Maintain expert knowledge of state budget and policies, and positive child outcomes</li> <li>Monitor evidence-based and promising program practices</li> <li>Assess policy impact, identify policy solutions and strategies</li> </ul>	Strategic Communications/Education Produce and disseminate nonpartisan information on the impact of state and federal budgets, policies and programs on child and family outcomes using print, broadcast and social media	<ul> <li>Mobilization &amp; Community Engagement</li> <li>Create and support a group of influential champions (grasstops) to support policy and program change</li> <li>Identify, engage and educate a targeted group of community advocates (grassroots)</li> <li>Build and mobilize e-advocacy network</li> <li>Identify, assess, assemble and leverage strategic collaborative/ collective action opportunities</li> </ul>	<ul> <li>Direct Legislative &amp; Administrative Advocacy</li> <li>Develop relationships with elected and appointed officials and their key staff</li> <li>Educate and influence targeted state and federal policymakers and key staff through data information and testimony</li> <li>Connect champions (grasstops) and community advocates (grassroots) to influential decision-makers on priorities issues</li> </ul>		<ul> <li>Effective Organization Management</li> <li>Build effective leadership at CEO and Board levels</li> <li>Adopt a sustainable business model</li> <li>Strengthen internal systems and practices (financial management, external communications, strategic planning, staff development)</li> </ul>
Measurable Outcomes	Improved Public Policies and Programs Increased influence with elected and appointed officials as evidenced by: • Increased requests from policymakers and other influential stakeholders for support and engagement • Increased consideration/enactment of public policies aligned with policy agenda • Recognized leadership role in convening/coordinating advocacy partners on priority issues • Stronger relationships between decision-makers and key partners		<ul> <li>Strengthened Base of Support</li> <li>Maintain expert knowledge of state budget and policies, and positive child outcomes</li> <li>Demonstrated understanding of MC and our priority issues by federal, state, and local partners; funders; and other stakeholders</li> <li>Increased advocacy by champions and community leaders as evidenced by: increased understanding of budget and policy process and how to engage in advocacy; more and stronger relationships with community-based partners in key districts; increased e-advocacy contacts in key districts; increased media coverage to advance key public policy agenda items; increased engagement of social media followers in advocacy activity</li> </ul>		Strengthened Organizational Capacity <ul> <li>Board and CEO effectiveness</li> <li>Effective internal systems and practices</li> <li>Achievement of annual fund development goals</li> <li>Increased diversity of staff and board</li> </ul>	