Minnesota Coalition for Targeted Home Visiting

Strategic Planning Framework

December 7, 2017

The Executive Team asked a Strategic Planning Task Force to lead the strategic planning process and make recommendations. Three focus groups (Mankato, St. Paul, statewide webinar) with a diverse range of stakeholders and the Coalition’s September Meeting informed the process. Their input is summed up in this document. Additional details are available for review in the Strategic Planning Key Themes document.

Overall, there is intense excitement for building a kind of movement for home visiting, if not for the needs of young children and their families. There is recognition of strength in numbers and the need to be more inclusive in terms of home visiting program models. Many informants noted the growing momentum and interest generally in early childhood development, especially regarding infants and toddlers. At a time of such promise, however, the Coalition has been operating with no full-time staff and relatively modest funding. Engaging a broader group of stakeholders beyond the core regulars is a challenge.

On a general level, the Coalition’s purpose and vision would have no significant changes, though to reflect a bigger tent it was recommended the word “targeted” should be removed from its name. The Coalition has sought to represent a diverse group of home visiting programs – county/city public health, nonprofit, tribal and more - and to be inclusive in its decision-making.

The strategic planning process will now shift from “what” the Coalition is, to “how” it does its work, through strategies to INFORM, CONNECT, IMPROVE/PRACTICE and ADVOCATE.

In an ideal case, the Coalition itself will increasingly become a kind of “home” for more home-visiting practitioners and supervisors, providing resources and support that, ultimately, improve the lives of children and families who receive home-visiting services. Initially, such resources are content, presentations and timely information. This includes training content. Support comes through a community of practitioners and supervisors that is grounded in strong relationships and driven by local/regional interests, with statewide efforts best determined by how they can add value to regional efforts. Over time, the Coalition’s support can transition into working more intensively with specific “communities of practice,” being a vehicle for cross-program sharing, reflective practice and the like.

With existing programs already strapped for time and funds to allow for travel and/or professional development, the Coalition must develop high-quality resources that genuinely add value to stakeholders’ daily work. People need a reason to pay attention and to show up, and such resources can raise the Coalition’s visibility and expand participation and commitment. When done right, webinars can be useful on both informational and networking levels. Because the work at all levels is so relationship-driven, though, it makes sense for the Coalition to seek as many face-to-face gathering opportunities as time and funds allow. This could involve exploring/piloting more regional efforts, where the Coalition works jointly with regional partners to leverage each other’s capacity. On a related note, the Coalition’s current quarterly meeting structure should be reconsidered.

Strategic Planning Discussion

December 7, 2017

Today we want to emphasize the most important ways of creatively carrying out the following strategies. What does success look like? What are the most significant (top 3) strategies that you believe would achieve success within the next 12-24 months?

**INFORM**

1. What specific content (updates, articles, presentations, webinars, podcasts, etc.) in 2018-19 can both engage Coalition stakeholders and demonstrate the Coalition’s capacity to be an information resource?
2. What stories about our home visiting programming can we tell to each other?
3. What channel/medium are YOU most likely to pay attention to? (Including but not limited to newsletters, listserv, website, Facebook page, etc.) Identify specific examples of what would cause you to “tune in” to these resources.

**CONNECT**

Given limited time and resources, what kind of commitment can you personally make to attend in-person home visiting Coalition gatherings (regional and/or statewide) in 2018?

1. At this time, the Coalition has an executive committee, practice/training committee, and legislative committee. How could such vehicles for connection be improved or expanded?
2. If the Coalition’s emphasis first was to assist development of high-quality regional meetings around home visiting collaboration, which entities in your region would be most ready to partner? How might these regional meetings unfold, locality by locality? How could the Coalition add value and capacity? How could regional networking activities inform statewide efforts?
3. Do you have any ideas on how connections can be stronger by weaving technology-based strategies (e.g., webinars) with in-person meetings?

**IMPROVE/PRACTICE**

1. What are relatively simple training topics/content the Coalition could offer in 2018? What and how? Which are most important to you and your program?
2. What is more advanced training that the Coalition could consider implementing to respond to training/certification needs of local collaborative partners?
3. What role could/should the Coalition consider in supporting communities of practice for evidence-based, evidence-informed and/or emerging programs?

**ADVOCATE**

1. How can we best engage diverse partners in the development and support of policy and legislative positions/platforms that meet the broad needs of the field?
2. Ideas to engage state legislators, policymakers in regions and localities and/or local stakeholders (philanthropic community, business leaders, etc.)?
3. How might Coalition staff engage partners, locally or statewide, to strengthen the focus of home visiting within the early childhood field?