



Strategic Planning

Project LAUNCH leaders use a strategic planning process to develop strategies for promoting young child wellness in their target communities. As a first step in the strategic planning process, Project LAUNCH leaders can engage colleagues and key stakeholders in a collaborative process to determine the mission, vision, values, and broad overall goals and objectives of their project. Project LAUNCH leaders can then use their strategic planning process to develop strategies for promoting young child wellness in the target community. Finally, they can use strategic planning to utilize lessons learned from that community's interventions to shape policy, regulation, and programming that will strengthen the child wellness efforts throughout the state, community, or tribe.

Strategic Planning in Project LAUNCH

Each Project LAUNCH grantee's approach to promoting young child wellness reflects the needs, strengths, and resources in the state, community, or tribe. Project LAUNCH grantees undertake strategic planning as an iterative process, engaging colleagues and key stakeholders to collaboratively determine the mission, vision, values, and broad overall goals and objectives of their projects.

Just as the needs assessment conducted during the Project LAUNCH grant development process is the precursor of a complete [environmental scan](#), the grant application's goals and objectives lay the groundwork for the strategic plan.

In the first year of the grant, Project LAUNCH coordinators, staff, and child wellness councils engage in a comprehensive strategic planning process in which they:

- Conduct an analysis of the environmental scan data
- Articulate the mission, vision, and values that will guide their work together
- Revisit and revise the goals and objectives included in their proposal
- Refine their logic model, including outcomes and indicators
- Identify strategies that will promote long-term systems change
- Plan for ways to sustain services after the grant ends
- Identify priorities and action steps for moving forward



States and tribes funded by the grant develop a state- or tribal-level *and* community-level strategic plans in the first year, and revisit them in subsequent years. Cohort 2010, the only grantees receiving funds directly at the local level without a state or tribal counterpart, develop a community-level strategic plan with input from state early childhood leaders.