

Agency Goals

Goal: To develop a quality Volunteer program that will effectively utilize all volunteers at Umatilla-Morrow Head Start. **SELF ASSESSMENT/NEW GRANT FROM OREGON COMMUNITY FOUNDATION**

Objective: To increase the number of Volunteers by recruiting 75 new volunteers from the Boomer Generation by May 31, 2013

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	1. Coordinate with the Hermiston Chamber of Commerce to provide a luncheon for potential Boomer Volunteers in the area.	May 1, 2012	Month end report	Executive Director Volunteer Manager	5/1/11	\$1,000
2011	2. Develop and distribute print materials such as brochures and posters and distribute through the greater Hermiston area.	By July 2011	Materials	Volunteer Manager CASA Manager	5/1/11	\$1,000
2011-2013	3. Visit and speak at local service organizations and community groups with diverse populations about the <u>Boomers & Babies</u> project.	By July 2011	Month end report	Volunteer Manager CASA Manager	6/1/11	\$300
2011-2013	4. Develop public service announcements for the local paper, facebook, and radio for diverse populations.	By Sept 2011 and every other month thereafter	Month end report newspaper articles, UMCHS facebook page	Volunteer Manager CASA Manager		

Objective: To provide training to staff on how to effectively utilize volunteers in order to improve Volunteer/Employee Relations

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-2013	1. Provide Volunteer Management TOT training to the Volunteer Manager and CASA/FSC Program Manager.	By November 2011	Training Plan Professional Development Plan Staff Training file	Volunteer Manager		\$1,432
	2. Provide training to Staff on how to effectively utilize volunteers in the classroom and in other venues. A. At the October Staff meeting have a Staff-Boomer World Café to interact and discuss volunteer activities B. Provide 55 minute curriculum from Oregon Volunteers as needed	By January 1, 2012 October staff meeting and CFA/FA Meetings, Team Meetings, WIC Meetings	Training Plan Professional Development Plan Staff Training file	Volunteer Manager, CASA Manager		\$1,490
	3. A. Develop a volunteer plan with each center in the Hermiston area as pilot. B. Evaluate volunteer plan at 2012 strategic planning	9/1/2011	Volunteer Plans	Volunteer Manager		
	4. Recognize staff who effectively utilized volunteers.	Monthly beginning October 2011	Newsletters, Catch Me at My Best cards, website, froggy dollars, Employee of the Month, Lake Shore credits	Executive Director Volunteer Manager		

Agency Goals

	5. Provide opportunities for volunteers to interact with staff.	Monthly beginning September 2011	Volunteers present at intragency training, workshops, and activities	Volunteer Manager, Human Resources		\$150
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Objective: To provide all volunteers with a Volunteer Orientation and training

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-2013	1. Develop a comprehensive volunteer manual	8/1/11	Manual	Volunteer Manager, CASA Manager, Executive Director		\$ 500
	2. Provide Monthly Orientation for New Volunteers	8/1/11	Volunteer orientation checklist	Volunteer Manager		
	3. Provide a comprehensive training for all volunteers either in a group setting, individually, or through webinars.	Every August and then monthly as new volunteers are recruited	Volunteer training logs	Volunteer Manager		\$500
	4. Develop tracking system in collaboration with Human Resources to track volunteer training	11/1/11	Volunteer Files	Volunteer Manager, Associate Director, Human Resource Assistant		

Objective: To develop a Volunteer Recognition Program

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-2013	1. Incorporate the Babies & Boomers project as part of the annual strategic planning process	7/1/2011	Strategic Plan	Volunteer Manager and Executive Director	7/21/11	
	2. Research other volunteer recognition programs	6/1/2011	Strategic Plan Formal Recognition procedure included in workplan	Volunteer Manager Babies & Boomers Committee	6/1/11	
	3. Implement strategies of volunteer recognition: Boomer/Volunteer of the month/year, Bronze, Silver and Gold Recognition, April as Volunteer month, Governors Volunteer Award	5/1/2012	Website, newspaper, Volunteer Board	Volunteer Manager		
	4. Have in place a sustainable plan for funding the volunteer recognition program	5/1/2013	Budget	Executive Director Volunteer Manager		\$2,875

Objective: To utilize a data tracking system to track all volunteers

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-2013	1. Research capabilities of current child tracking system, Child Plus, to see if it will track volunteers	9/1/2011	Tracking system	Information Systems Director, Volunteer Manager		
	2. Develop temporary system to track volunteers	9/16/2011	Excel spread sheet	Information Systems Director, Volunteer Manager		

Agency Goals

	2. Adopt Child Plus or other data tracking system to be utilized	6/1/2012	Tracking system	Information Systems Director		
	3. Revise existing volunteer forms utilized in order to effectively track information for entry into data system	8/16/2011	Forms and tracking system	Volunteer Manager Data Entry Coordinator		

Objective: To develop a self assessment tool to monitor and evaluate the Volunteer program annually

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-2013	1. Research other program's evaluation process of volunteer programs.	5/1/2012	Copies of evaluation tools	Volunteer Manager Executive Director		
	2. Review volunteer program evaluation tools	7/1/2012	Strategic Plan	Babies & Boomers committee		
	3. Adopt or create evaluation tool.	7/1/2012	Strategic Plan	Babies & Boomers committee		
	4. Pilot the evaluation tool.	1/30/2013	Written evaluation results	Babies & Boomers committee		
	5. Utilizing pilot results adopt/and amend evaluation tool.	5/1/2013	Evaluation tool	Babies & Boomers committee		

Develop and Implement an Agency-Wide School Readiness Program that Aligns Curriculum and Assessment, State Early Learning Standards and Child Outcomes Framework.

Goal:

Objective: Provide Staff with Initial and Ongoing Training in Record Keeping, Curriculum and Assessment Practices.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-12	Create and archive recorded webinar trainings on various topics across content areas. (Outcomes, Transition Surveys, First Home Visits, Attendance)	9/1/2012	Library of webinars on website	Education Director, Health Director, Family Services Manager, Mental Health Manager		subscription for webinar service; time
2011-12	Conduct training on new outcomes measures for education staff.	9/1/2011	Agenda & sign in sheet	Education Director		time
2011-12	Education managers will meet with teaching staff to share assessment data from previous year and utilize that to revise growth and improvement plans.	10/1/2011	Supervision notes; Professional Development Plans	Ed Managers		time
2012-13	Utilize Kinder Readiness Assessment data to identify areas of training	8/1/2012	Goals written	Strategic Planning Group		time
2012-13	Develop teaching strategies to address areas identified on Kinder Readiness Assessment	8/1/2012	Written/documented strategies	Strategic Planning Group		time

Objective: Adopt comprehensive school readiness goals that align with outcomes, assessments and early learning standards.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-12	Develop school readiness goals in each content area.	10/15/2011	Final product	Ed Director; Health Directors; Family Services Manager; Director of Child & Family Services		time

Agency Goals

2011-12	Goals will be formally adopted by Board and Policy Council.	10/24/2011	Board and PC minutes	Board and Policy Council		time
2011-12	Revise policies and procedures to align with written school readiness goals.	1028/2011	Written p&p	Ed Director		time
2012-13	Utilize Kinder Readiness Assessment data to identify areas of training	8/1/2012	Goals written	Strategic Planning Group		time
2012-13	Develop teaching strategies to address areas identified on Kinder Readiness Assessment	8/1/2012	Written/documentated strategies	Strategic Planning Group		time

Objective: Eighty percent of Head Start children will complete the program "ready for kindergarten".

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-12	Define "ready for kindergarten" based on kindergarten assessments, conversations with districts and conversations with HS teachers.	9/1/2011	Emails, finished product	Ed Director		time
2011-12	Identify a tool for assessing "ready for kindergarten" (either new or from existing assessments).	9/15/2011	Finished product	Ed Director		time
2011-12	Conduct training with teaching staff to standardize assessment including reliability standards.	11/1/2011	Agenda & sign in sheet	Ed Director; Ed Managers		time
2011-12	Develop an assessment toolkit for teaching staff to use in order to promote standardization.	11/1/011	Toolkits	Ed Director; Ed Managers		toolkits; time
2011-12	Write policies and procedures for assessing "ready for kindergarten" (including RFK assessment and reliability measures being addressed throughout the year.)	11/1/2011	Finished product	Ed Director; Director Child & Family Services		time

Goal: By May 2014, UMCHS will have a produce bearing garden in place at 80% of their sites; currently about 20% of sites have produce bearing gardens.

Objective: By May 2012, at least 50% of sites will have a garden area ready for planting.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	UMCHS will form a Garden Committee	5/1/2011	Minutes	USDA Manager	5/1/11	
2011	Garden committee will assess all UMCHS sites to determine needs/preparation required for a garden as well as monetary cost of these needs and present their recommendations to center Team Leaders	8/31/011	Assessment documents, price comparisons	Garden Committee, Living Well Goals Committee		
2011	Soil in current planter boxes (MO, Umatilla, HCDC, Highland, Victory Square) will amended with nutrient rich matter for optimum growth	11/1/2011		USDA Manger, Center staff, Garden committee, parents, volunteers		

Agency Goals

2011	Center Teams will review assessment and recommendations from Garden Committee and submit their garden plan to their Operations Director. Each center will plant their gardens with plants that will bear produce or herbs for human consumption, will includes a plan for utilizing extra produce with UMCHS participants.	12/16/2011	Written plan	Team Leaders, Operations Directors		
2012	Budget requests for gardens presented to the Admin Team	1/10/2012	Admin notes, center team plans	Operations Directors, Nutrition Services Director, USDA Manager		
2012	Present a Gardening Training for staff to answer questions, brainstorm issues, and train in general gardening.	2/17/2012	Staff Meeting Agenda	Education Director, Education Mangers, Living Well goals group		
2012	Creat a gardening corner on the web site for answering questions, sharing successes and ideas, resources, and gardening tips.	3/31/2012	Web site	IT Director, Living Well Goals Committee		
2012	Approved garden preparation work will be completed	5/1/2012	Site photos	Center staff, Garden Committee, Operations Department		
2012	Each center will develop a care plan for their garden; for some sites this will include a plan for the sumer months when their center is closed.	6/1/2012	Team Meeting Minutes	Team Leaders, Education Manager, Operations Director		

Objective: By October 2012, at least 40% of sites will utilize produce from their site gardens at their center meal times or in nutrition actvities with

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2012	Cooks will work with the Nutrition Services Director to ensure that produce harvested from the gardens is utilized at meal times.	10/1/2012	menus, approval documentation	Center cook, NSD		
2012	WIC Staff will utilize produce from gardens in group nutrition activities for participants.	10/1/2012	Nutrition education plans, class materials	Nutrition Ed Staff, recipes, food sampling		

Objective: Implement composting options at UMCHS sites by May 2012.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2012	Explore and research composting options, materials, time and locations.	11/15/2011	notes	Living Well Goals Committee		
2012	Elicit interest and commitment from sites for composting.	12/16/2011	Team Leader Notes	Team Leaders, Operations Director		
2012	Present composting plan to Admin for approval.	1/12/2012	Admin Notes	Nutrition Services Director, Operations Director		
2012	Implement composting procedure at designated site.	5/1/2012	site photos	Site Teams		

Agency Goals

Objective: By May 2013, 75% of sites will have a garden area ready for planting.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2012	Garden committee will present budget request to admin team for any remaining garden preparation work that is needed.	5/1/2012	budget plan, admin meeting minutes	USDA Manager, Nutrition Services Director, Operations Director		
2010	Approved garden preparation work completed by April 1, 2013.	4/1/2013	site photos	Living Well Goals Group, Operations Director		

Objective: Familiarize and educate staff on Agency Gardening Goals and Expectations.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	Attend beginning of year cluster meetings.	8/1/2011	Agenda, notes	USDA Manager, Education Director		
2011	Provide a gardening information table to include products, dishes, samples of the items grown from the Main Office garden, pictures of children garden at the All Staff Pre-service Day	8/31/2011		USDA Manager, Living Well Goal Group		
2011	Explore the possibility of the Pre-Service centerpiece/door prizes to include dirt pots with seeds to take for planting.	8/31/2011	receipts	Executive Assistant, Operations Director		
2011	Schedule Master Gardener to provide training or question answer sessions at site center meetings.	11/15/2012	Team meeting notes	USDA Manager, Team Leader		

Goal: By June 30, 2012 UMCHS will increase the number of Living Well with Chronic Conditions workshops offered in Umatilla County

Objective: UMCHS will complete one English six week CDSMP workshop in the greater Hermiston area by 12/31/11.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	Research locations/healthy snack options for Living Well Trainings, ie Good Sherpherd and St. Anthonys.	9/31/11	reservation, month end report	CCR&R Director		
2011	Connect with Marisol to recruit English clients to our trainings and refer spanish clients to Marisols trainings.	9/1/2011	phone logs, notes	WIC Manager		
2011	Utilize recruitment notes to recruit potential Head Start Families for Living Well trainings.	8/31/2011	referral listing	Parent Education Coordinator		
2011	Present Living Well information at Parent Meetings	10/31/2011	Parent meeting minutes	Living Well Trainers; Becky Sanchez		
2011	Present Living Well information at Pre-Service.	8/31/2011	Agenda	Living Well Trainers		
2011	Distribute fliers to WIC clinics, area physicians, community agencies, local businesses, PSA's and staff.	10/31/2011	fliers, brochures	Living Well Committee		
2011	Connect with the Hermiston Parks & Recreation Department to advertise CDSMP classes.	8/15/2011	Fliers, website	CCR&R Director		

Agency Goals

Objective: UMCHS will complete one English six week CDSMP workshop in the Pendleton area by 5/31/2012.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2012	Research locations/healthy snack options for Living Well Trainings, ie Good Sherpherd and St. Anthonys.	9/31/11	reservation, month end report	CCR&R Director		
2011	Utilize recruitment notes to recruit potential Head Start Families for Living Well trainings.	8/31/2011	referral listing	Parent Education Coordinator		
2012	Present Living Well information at Parent Meetings	3/31/2012	Parent meeting minutes	Living Well Trainers; Becky Sanchez		
2011	Present Living Well information at Pre-Service.	8/31/2011	Agenda	Living Well Trainers		
2012	Distribute fliers to WIC clinics, area physicians, community agencies, local businesses, PSA's and staff.	3/31/2012	fliers, brochures	Living Well Committee		
2012	Connect with Pendleton Parks & Recreation Department to Advertise CDSMP classes	2/28/2012	Fliers, website	CCR&R Director		

Goal: UMCHS will increase physical activity/movement opportunities for Staff and Clients

Objective: Implement Instate Recess strategies by 5/31/12

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	Present Instant Recess at Preservice	8/31/2011				
2011	Start utilizing instant recess at Staff Meetings, management meetings, Team Leaders meetings, Policy Council Meetings, parent meetings, etc.	12/31/2011	Notes, agendas	WIC Manger, Operations Director, Health Director, Associate Directors		
2011	Post Instant Recess information on our Web Site and FaceBook via Links.	12/31/2011	web site, facebook	IT Director, WIC Manager		
2011	Include a healthy living tip in staff newsletter monthly.	10/15/2011	newsletter	Living well committee, administrative assistant		

Objective: Increase the use of the current Fruit and Veggie log by 10 % by 5/31/2012

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	Rename the Fruit and Veggie log to Living Well log	8/15/2011	Log	Nutrition Services Director, HR Assistant		
2011	Encourage use, advertise and educate Staff on Living Well log @ Preservice	8/31/2011	Newsletter, web site, facebook, emails	Living Well Committee, Nutrition Services Director		

Objective: Revise the supplemental "Employee Benefits Book" to include all health and wellness benefits/opportunities.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	Compile current programs, benefits, opportunities for the benefits book.	8/31/2011	Employee Benefits Book	Human Resources, Living Well Committee, Employee Morale, Health and Wellness Committee		

Agency Goals

2012	Implement Minutes Around the World Agency wide and include in EBB	2/28/2012	Employee Benefits Book, Agency Newsletter	WIC Manager, Human Resources Director		
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Goal: UMCHS, Inc. will strive to improve Employee Health, Morale & Wellness.

Objective: To review and revise policies and procedures related to the Staff Development Association(SDA) ensure consistency with practices.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-12	Revise the Employee Morale, Health and Wellness Policy	7/20/2011	Revised policy	EHMW Strategic Planning group		
2011-2012	Present the revised Employee Morale, Health and Wellness Policy to the Administrative Team for approval	8/15/2011	Admin Minutes	Admin members in group		
2011-2012	Present the revised and admin approved Employee Morale, Health and Wellness (EMHW)policy to the Policy Council for review and approval	10/18/2011	Policy Council Minutes	Associate Director of Administration		
2011-2012	Present the revised and admin approved Employee Morale, Health and Wellness (EMHW)policy to the Board of Directors for review and approval	10/24/2011	Board Minutes	Employee Health Morale & Wellness		
2011-2012	Revise the Staff Development Plan(SDP)	7/21/2011	Revised policy	EHMW Strategic Planning group		
2011-2012	Present the revised SDP to the Administrative Team for approval	7/26/2011	Admin Minutes	Associate Director of Administration		
2011-12	Present the revised and admin approved SDP to the Policy Council for review and approval	10/18/2011	Policy Council Minutes	Associate Director of Administration		
2011-12	Present the revised and admin approved SDP to the Board of Directors for review and approval	10/24/2011	Board Minutes	Associate Director of Administration		
2011-2012	Revise the Staff Development Association By-laws	7/21/2011	Revised policy	EHMW Strategic Planning group		
2011-2012	Present the revised By-Laws to the Administrative Team for approval	7/26/2011	Admin Minutes	Associate Director of Administration		
2011-12	Present the revised and admin approved By-Laws to the Policy Council for review and approval	10/18/2011	Policy Council Minutes	Associate Director of Administration		
2011-12	Present the revised and admin approved By-Laws to the Board of Directors for review and approval	10/24/2011	Board Minutes	Associate Director of Administration		

Objective: Ensure that Staff Development Committee is active as outlined in the Staff Development Plan.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-12	Promote SDC with an entertaining presentation at preservice	8/31/2011	Preservice agenda	Emily Ego and Eric Carpenter		
2011-12	Recruit staff for SDC membership or to be involved in committees associated with SDC when they develop and/or review their Professional Development Plan annually	5/31/2012	PDP	Supervisors		

Agency Goals

2011-12	Share how to utilize technology to facilitate involvement of staff in outlying areas in SDC and SDC committees.	10/1/2011	E-mail communication	IS Director		
2011-12	Discuss with Admin Team revising job description of Associate Director of Operations to give that position oversight of SDC officers.	by 8/31/2011	Admin Minutes	Associate Director of Administration		

Objective: To promote staff wellness to reduce injuries, healthcare costs and use of sick leave while increasing productivity and boosting morale

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011-12	Explain the benefits of daily physical activity and risks of inactivity to staff	Every other month beginning Sept. 2011	Staff newsletters	Angie Treadwell		
2011-12	Demonstrate short, safe and office appropriate physical activities	8/11, 10/11, 2/12, 5/12	Staff meeting agendas	Emily Ego		
2011-12	Share mental wellness tips with staff	Every other month beginning Oct. 2011	Staff newsletters	Eric Carpenter		
	The Awards Committee will develop a procedure for quarterly Wellness Recognition for center teams	Jan. 2012	Written procedure	Awards Committee		

Goal: By June 30, 2012 Umatilla-Morrow counties will build a collaborative parenting education system that will include ten partners.

Objective: By September 1, 2011 create an Advisory Committee thae includes ten partners.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	Utilize Hub planning meeting participants to reruite 10 key members.	8/31/011	minutes	Hub Coordinator	7/28/11	
2011	Meet at Strategic Planning to formalize committee	8/18/2011	minutes	Hub Coordinator	8/18/11	
2011	Develop a schedule for monthly meeting	8/18/2011	minutes	Hub Coordinator	8/18/11	

Objective: By June 30, 2012 increase the number of trained facilitators in research based parent education curricula by 50%

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	By July 29th offer Facilitator training for Parents as Teachers to increase the supply of skilled facilitators by 10%	7/31/2011	month end report	Education/Disability Dir	7/28/11	
2011	Beginning Aug 1, 2011, provide weekly home vistits utilizing the Parents as Teachers curriculum to 5 hard to reach families.	8/1/2011	month end report	Family Development Manager		
2011	By Aug 4, 2011, offer Facilitator training for Abriendo Puretos to increase the supply of skilled facilitators by 10%	8/31/2011	month end report	Hub Coordinator	8/4/11	
2011	Beginning Sept 20, 2011 deliver one series of Abriendo Puretos in Milton Freewater	9/30/2011	month end report	MF Family Advocate		

Agency Goals

2011	By December 30, 2011 offer/coordinate Facilitator training for Nurturing Parenting to build the supply of skilled facilitators by 10%	12/30/2011	month end report	Hub Coordinator		
2012	By June 30, 2012, offer Facilitator training for Incredible Years to build the supply of skilled facilitators by 10%	6/30/2012	month end report	Hub Coordinator		
2012	By June 2012 have at least 1 new trainer in each curriculum, Incredible Years, Nurturing Parenting and Parents as Teacher, approved at BMCC to offer the training sessions for credit. Credit will be offered by BMCC for the participants at a reduced rate.	6/30/2012	month end report	Hub Coordinator		
2011	Increase the number of parents attending the Incredible Years by 10% across Umatilla and Morrow Counties	6/1/2012	month end report	Family Development Manager		

Objective: By June 30, 2012 UMCHS will "map" parent education opportunities available in Umatilla and Morrow Counties.

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	UMCHS will take the lead in a strengths and gaps analysis of parenting education opportunities	5/1/2011	Advisory Committee minutes, Month End report	Hub Coordinator		
2011	Sept, Oct and Nov contact at least 5 community partners, programs or agencies each month, to identify what is being offered for parent education.	9/30/2011 10/31/2011 11/30/2011	Month end report	Hub Coordinator		

Objective: By June 30, 2012 create a web-based training calendar

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	By Sept 30, 2011. work with UMCHS' current training calendar to make it is easy to use for the public, easy to find, and that utilizes techniques that will easily link to key word used when a search engines such as Google are used.	9/30/2011	Month end report	Hub Coordinator IT Director		
2011	By Oct 30, 2011 list parent education opportunities on the website from current partners, programs and agencies.	10/30/2011	Month end report	Hub Coordinator		
2011	Quarterly add parent education training opportunities to the web site	1/1/2012 4/1/2011 7/1/2011	Month end report	Hub Coordinator		
2011	Quarterly add links to partner web sites and community resources to promote parent education and access to information and resources	1/1/2012 4/1/2011 7/1/2011	Month end report	Hub Coordinator		

Agency Goals

Objective: Identify five marketing strategies to implement in Umatilla-Morrow counties by June 30, 2012

Year	Strategies	Timelines	Documentation	Staff Position Responsible	Completion Date	Costs
2011	By Sept 1, 2011 develop a logo	9/1/2011	month end report	Hub advisory Committee		
2011	Beginning Oct 2011, Utilize Good Shepherd Community Health Coalition monthly radio spots to promote "parenting tips"	Oct 31,2011 and monthly	month end report	Hub Coordinator		
2011	By Dec 1, 2011 promote parent education opportunities in 5 agency newsletters, bulletins or on reader boards	12/30/2011	month end report	Hub Coordinator		
2011	Beginning Aug 15, 2011 distribute flyers in Hemiston, boardman and Milton Freewater to advertise Abriendo Purotos and the Incredible Years training sessions	9/30/2011	month end report	Family Advocates		
2011	by Dec 1, 2011 Promote training sessions in the local newspaper "community events" section	12/30/2011	month end report	Hub Coordinator		
2012	Promote training session on the Area Cable Station - community news	6/30/2012	month end report	Hub Coordinator		
2012	Develop "table tents" to display at community events	6/30/2012	month end report	Advisory Committee		
2012	Develop "sandwich boards" to set outside training sessions	6/30/2012	month end report	Advisory Committee		