

# Goal One: Greater Awareness and Enrollment

Increase awareness of the importance of early childhood and accelerate enrollment in high-quality programs for families with young children.



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## Strategies

- 1.1. Communicate the importance of the early years of life and the value of quality early childhood programs to families and stakeholders.
- 1.2. Increase referrals and successful enrollment into quality early childhood programs.
- 1.3. Engage families with young children in shaping regional policy and practice.

## Success Measures

- Increase in number of families participating in designing regional communications and outreach strategies by 2017.
- Establish a baseline and method for measuring awareness and understanding of quality early childhood programs by 2017.
- Establish a baseline and set targets for enrollment in quality early care and education programs and public preschool by 2018.
- 10% increase in families and young children served by early intervention programs by 2019.
- Double the number of families and young children served by home visiting programs by 2020.