

## Mission .....

SELF convenes and mobilizes partners and stakeholders throughout Southwest Washington to promote community awareness and advocacy for early learning, kindergarten readiness and school success for all children.

## Vision .....

Every child in our community thrives

## Tagline .....

Our Children Can't Wait

## Values .....

**Leadership:** Through advocacy, empowerment and influence, the efforts of our partners are maximized and SELF's vision is translated into reality for our children and their families.

**Connection:** Connecting people, resources and organizations across Southwest Washington.

**Accountability:** Holding ourselves and our partners accountable to the goal that every child growing up in SW Washington has a safe and healthy start.

**Innovation:** Continually seeking new ideas and resources to advance learning opportunities for children birth to 12.

## Goals .....

**1. Advancing Equity:** All our children have equitable opportunity for success.

- Recognize and respect racial, gender, social, linguistic, cultural, disability and ethnic diversity, and support the unique needs of all families and communities.
- Work with regional partners on projects designed to reach diverse communities, prioritizing children that are furthest from opportunity.

**2. Building Community Awareness:** Our community values all children and recognizes that families must have accessible, affordable, and universally available high-quality early care and education.

- Develop a professional workforce of highly qualified child care workers who are recognized for their contributions to raising healthy children in our community.
- Provide data and voice for early care and education in SW Washington.
- Promote community engagement and awareness to improve early care and education.

### 3. Delivering Leadership and Advocacy:

SELF will provide leadership and advocacy for early care and education in Clark County and beyond.

- Expand partnerships with business, policy leaders and community-based organizations.
- Advocate on behalf of early care and education providers to ensure access to affordable, high quality professional development, compensation and benefits commensurate with other education professionals.
- Pursue a local public revenue stream for early care and education.
- Serve as the lead in the region for the statewide initiative Help Me Grow.
- Represent the voice of SW Washington's early learning coalitions and their communities as a member of Washington Communities for Children (WCFC).
- Engage community partners, promote collaboration, and leverage relationships to address gaps and disparities in early care and education.

