

Strategic Planning Announcement



National Migrant and Seasonal Head Start Association

Voice for the children of migrant and seasonal farmworkers

November 12, 2008

RE: NMSHSA Strategic Planning

TO: MSHS CEOs, Directors, Staff, Parents and Community

Dear Friends and Colleagues,

The purpose of this letter is to inform you that the NMSHSA has embarked on a strategic planning process in order to set a future direction for the Association through reducing risk, making thoughtful and sound decisions, and developing and integrating a common vision and set of goals for the organization. Below please find the new "Mission Statement" for the NMSHSA:

NMSHSA Mission Statement

By advocating for resources, creating partnerships, and affecting public policy, we help member agencies provide quality comprehensive services to all farmworker children and their families.

In addition to our "Mission Statement" the NMSHSA has drafted a "Future Direction Statement" which is a short, succinct, and *inspiring* statement of what the organization intends to become and to achieve within a 3 year timeframe. Future statements reflect a sense of movement; "*Where we want to go vs. where we are.*" Future Statements are easily understood by all and typically used as an internal message, determined by looking at ourselves:

Future Direction Statement

NMSHSA, an influential advocate for farmworker children and families, has a membership to address the needs of those served throughout the country by affecting policy, garnering resources and enhancing partnerships in an ever changing world.

The strategic planning includes an opportunity to assess the NMSHSA by identifying its strengths, weaknesses, opportunities and threats (SWOT).

The NMSHSA has identified Priority Areas; those elements that are critical to success over the next 3 years and to achieving the future direction. They are key characteristics, conditions, and variables that, when properly maintained and managed, can positively impact the organization's success. In addition, they

Strategic Planning Announcement

are selected for special attention and the allocation of energy and resources over the next 3 years.

During the Strategic Planning Retreat held in April three (3) priority areas were identified for specific focus and allocation of energy and resources. Champions are designated for each of the priority areas. Champions are board members and staff whose responsibility it is to finalize strategies, develop specific action plans and determine implementation.

Priority Area
Association To strengthen the Association Internally.
Funding To increase and diversify funding.
Advocacy To expand the scope of our advocacy efforts.
Membership To increase membership.

NEXT STEPS

- Complete strategies for each Priority Area.
- Present Summary of process to Board for approval.
- Acknowledge and thank contributors – Board and Members.
- Complete action plans for each strategy and distribute summary plan to stakeholder groups.
- Finalize full strategic planning report.
- Distribute summary plan and/or full report to stakeholder groups.

All members of the Association and the MSHS community will receive a copy of the summary plan. If you have any questions please contact me directly. If you

Strategic Planning Announcement

are interested in working to develop strategies and action plans for one of the priority areas please let me know.

Many thanks for all your support and especially for the work that you do everyday on behalf of children and families.

Sincerely,

Elizabeth "Biz" Steinberg
Presidents, NMSHSA

Yvette Sanchez – Fuentes
Executive Director, NMSHSA