



The Heart of Change:

A Plan for Generational Impact

A Strategic Vision for Children and Families

2025-2028



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Introduction

For 59 years, KidZCommunity has proudly stood as a beacon of excellence and innovation in early childhood education, transforming lives across Placer and Nevada Counties through our Head Start and Early Head Start programs. With a funded budget of \$60 million, we serve over 600 children and their families, demonstrating a profound and measurable commitment to empowering communities and shaping a brighter future for our nation's youngest citizens and their families. This plan outlines our strategic vision and unwavering dedication to ensuring every child thrives, even in evolving times.

KidZCommunity empowers two generations by prioritizing parent choice and fostering a unified parent voice in early childhood development. Our parent-driven governance ensures families actively shape their children's learning and development through engaging curricula, advocating for equitable education, and resilient communities. We provide comprehensive services spanning education, health, and nutrition to empower families as partners in their children's growth and their own self-sufficiency.

Our Mission: To empower children and their families to maximize their full potential through opportunities for growth and change.

KidZCommunity strengthens families by equipping parents with vital resources and engaging parenting programs that promote active involvement in their children's learning and development, empowering potential and driving lasting change.

Our Values: The entire organization is dedicated to creating and fostering a supportive environment which promotes trust, respect, professional growth, and quality leadership.

These core values are the foundation of our operational excellence and directly ensure that every child within our care not only thrives but is also prepared to contribute meaningfully to society.

Our Vision: To establish children and families as our nation's top priority.

KidZCommunity is committed to being the leading provider of services that profoundly enrich children's development. This is achieved through fostering self-discovery, cultivating extraordinary learning environments, and promoting healthy, enjoyable experiences that lay a strong foundation for lifelong success.

Our developmental approach centers on the belief that children are competent, curious, and full of potential. Learning unfolds through exploration, collaboration, and reflection, with educators serving as co-learners who nurture inquiry in an environment rich with creativity and meaning. This approach not only enriches children's development but also actively promotes robust family engagement within their children's educational journey, our programs, and the broader community. We empower parents with choice in their child's educational path and actively engage them in parenting curricula to foster stronger

family units. Strategically, we prioritize holistic well-being by promoting healthy eating and serving organic foods sourced directly from community gardens, reinforcing sustainable practices and nutritional literacy. Furthermore, we invest in our most valuable asset, our staff, by inviting them to participate in relationship-based reflective practices and comprehensive health and wellness activities. This commitment ensures our teachers are fully engaged, focused, and empowered with the time and space necessary for deep reflection, enabling them to bring profound joy into teaching and equip children with an enthusiasm to learn as they enter kindergarten.

Our Strategic Impact

KidZCommunity's comprehensive approach extends beyond traditional education, addressing the multifaceted needs of children and families to create resilient communities. Our long-standing expertise, significant reach, and innovative programs make us a vital partner in local, state, and federal initiatives aimed at:

- **Elevating Educational Outcomes:** In 2024 we provided 639,360 hours of care for 558 children birth to kindergarten ready. By preparing children for kindergarten with a strong foundation and enthusiasm for learning emphasizing parent choice and a unified parent voice, we directly contribute to improved long-term educational attainment.
- **Promoting Public Health:** Last year we provided 268,575 meals for children with locally sourced organic food prepared in our Central Kitchen. Our emphasis on healthy eating and organic foods supports public health goals and fosters sustainable community practices.
- **Strengthening Families & Community Bonds:** 874 families received support services last year. Through enhanced family engagement, including participation in parenting curricula, and supportive services, we build stronger family units, which are the bedrock of healthy and resilient communities. Our deep roots make us strong in community.
- **Investing in the Workforce:** 42% of KidZCommunity employees are either current or former parents or were once enrolled as children in our Head Start and Early Head Start programs. By fostering a reflective and well-supported early childhood workforce through modernized training and development, we contribute to national development and vital infrastructure.
- **Innovative Advocacy and Policy Engagement:** 64 parents were active on our Parent Policy Council last year. We are committed to innovative advocacy strategies that amplify a unified parent voice, ensuring that the needs and choices of families are at the forefront of policy discussions. We will actively engage policymakers and cultivate strong political partners to advance our mission.

Success Story: My name is Cassandra Harrison, and my journey with KidZCommunity Head Start has been transformative. Inspired by the program's energy, I became active in the Parent Center Committee and later served as secretary on the Parent Policy Council Executive Committee, where I honed my advocacy skills. Encouraged by staff, I returned to school and earned an AA in Early Childhood Education, leading to my first role as a substitute teacher. I advanced to lead teacher, Site Supervisor, and continued my education with a BA in Human Development and an MA in Psychology. These accomplishments paved the way for promotions to Family Services Specialist and Family Services Manager. I am now a registered Associate Marriage and Family Therapist. Each milestone reflects the unwavering support of KidZCommunity staff and their commitment to empowering families.



Strategic Plan 2025-2028

Executive Summary



Investing in Parents

We empower families to guide their children's education, fostering parental choice and providing comprehensive, multigenerational services to equip families for success in evolving times.



Strengthening Community

Advancing a skilled workforce ensures quality education and fuels local economies with millions in community investment.



Engaging the Public

Vibrant community involvement strengthens our mission, driving family empowerment through innovative marketing strategies and active engagement with civic leaders.



Organizational Resilience

A resilient organization delivers parent-driven services by adapting to change, navigating evolving times, and leading with strategically driven vision.

KidZCommunity is a strategic partner committed to building a brighter, more equitable future by collaborating with policymakers and stakeholders to ensure every child and family can reach their fullest potential. Through a focus on family collaboration, workforce development, organizational resilience, and public engagement, we empower families, strengthen our workforce, and foster sustainable growth. Signature initiatives like the KidZCommunity Apprenticeship Job Training Program and the expanded Family Empowerment Festival serve as transformative moments that inspire lasting community impact. Our dedication to organizational modernization and future-focused leadership ensures we remain vital and responsive in evolving times.

Key results we're driving towards to invest in parents:

- Expanded partnerships with faith-based and homeschool groups to deliver impactful parenting curriculum workshops.
- Enhanced parent choice through tailored educational pathways and flexible program options.
- A robust Parent Leadership Academy that cultivates advocacy skills and amplifies family voices, fostering innovative advocacy.

Strategic Goals for Strengthening Community:

- Launch of the KidZCommunity Apprenticeship Job Training Program to build long-term career pathways.
- Enhanced staff capacity through reflective, relationship-based professional development.
- Stimulate economic growth by increasing wages and prioritizing community-based vendor contracts.

Measures of Success for Public Engagement:

- Broadened engagement through innovative social media campaigns and community events that foster broad participation, propelled by modernized marketing strategies.
- Strengthened advocacy efforts via a newly established Community Advocacy Network, focused on innovative advocacy and engaging policymakers.
- Elevated volunteer participation supporting both curriculum delivery and community festivals.

Priority Objectives for Resilience:

- Streamlined shared governance structures that enable agile and responsive decision-making, reflecting organizational modernization.
- Diversified funding strategies to fuel wellness initiatives, including organic food programs, ensuring vital infrastructure.
- Deepened community connections through ambassador-led initiatives and the Family Empowerment Festival.
- Future-focused leadership development and succession planning model for organizational and Board sustainability, supporting agile governance and long-term resilience.

Process Statement



This strategic plan was collaboratively developed through dynamic forums and workshops with community partners, our Board of Directors, Parent Policy Council, and dedicated staff setting a bold direction to amplify our movement. We extend immense gratitude to Ed Condon, Executive Director of Head Start WEST, whose visionary leadership and insightful guidance were instrumental in shaping this strategic plan. We leveraged innovative advocacy and modernized marketing strategies to amplify our Reggio Emilia-inspired approach, driving community economics by reinvesting in local wages, vendor contracts, and organic food sourcing to boost Placer and Nevada Counties' resilience.

We extend our heartfelt gratitude to:

Our Community Partners for ensuring the community's voice was central to our vision.

- ♥ Cindy Maciel, Program Coordinator of STEPP and Early Learning Programs
(Tahoe Truckee Unified School District)
- ♥ Daniel Mendoza, Program Administrator of Early Childhood Education
(Placer County Office of Education)
- ♥ Jason Doyle, Director of Expanded Learning and Preschool Development Child Development Programs
(Grass Valley School District)
- ♥ Jennifer Hicks, Associate Superintendent of Education Services
(Placer County Office of Education)
- ♥ Lauren Garrison, Owner/Director
(Little Friends Child Development Center, Inc.)
- ♥ Robyn Fratessa, Program Administrator of Early Childhood Education
(Placer County Office of Education)
- ♥ Teresa Dawson-Roberts, Director of Early Learning
(Placer County Office of Education)

Our Board of Directors for driving this collaborative process with future-focused leadership.

- ♥ Janice LeRoux, Board Chairperson
- ♥ Jo-Carol Arisman, Board Vice Chairperson
- ♥ Toni Moots, Secretary/Interim Treasurer
- ♥ Brianna Rollins, Policy Council Liaison
- ♥ Camile Maben, Board Member
- ♥ Kate Pomeroy, Board Member
- ♥ Leslie Morrill, Board Member
- ♥ Michael Jenkins, Board Member
- ♥ Sandy Amara, Board Member

Our Parent Policy Council for championing a unified parent voice and ensuring parent choice in planning.

- ♥ Brianna Rollins, Chairperson
- ♥ Mahe Noor, Vice Chairperson
- ♥ Tammy Masterson, Secretary Matt Miller, Treasurer
- ♥ Maria Elisa Aza, Parliamentarian
- ♥ Jo-Carol Arisman, Board of Directors Liaison
- ♥ Alejandra Marquez, Adelante Early Head Start Delegate
- ♥ Darlene Guzman, Adelante Early Head Start Alternate
- ♥ David Rossel, Carlin C. Coppin Head Start Delegate
- ♥ Emmakari Pedraza Miranda, Roseville Transitional Early Head Start Homebase Delegate
- ♥ Erika Izazaga, Roseville Transitional Early Head Start Homebase Alternate
- ♥ Halley Chapman, Grass Valley Little Learners Head Start Delegate
- ♥ Karen Vazquez, Cirby Head Start Delegate
- ♥ Karina Basilio, Truckee Pines Homebase Early Head Start Delegate
- ♥ Maria Acosta Ramos, Roseville Transitional Early Head Start Homebase Alternate
- ♥ Marisol Duran, Lincoln Early Head Start Homebase Delegate
- ♥ Megan Viegas, Rock Creek Early Head Start Alternate
- ♥ Mia Haywood, Loomis Early Head Start Alternate
- ♥ Michael Jenkins, Community Member/Past Parent
- ♥ Myrella Morales, Roseville Early Head Start Homebase Delegate
- ♥ Nancy Huerta, Lincoln Early Head Start Homebase Alternate
- ♥ Rebeca Abigail Vigil, Kings Beach Early Head Start Homebase Delegate
- ♥ Rocio Pedro Garcia, North Grant Head Start Alternate
- ♥ Rose Rossel, Carlin C. Coppin Head Start Alternate
- ♥ Sareli Bolanos, Truckee Pines Head Start Delegate
- ♥ Tanna Wortman, Silver Springs Early Head Start Delegate
- ♥ Tatiana Martinez, Auburn/Foresthill Early Head Start Homebase Delegate
- ♥ Trish Haylor, Grass Valley Little Learners Head Start Alternate

Our agency staff for sharing their visionary insights.