

4CS OF ALAMEDA COUNTY

20
24

STRATEGIC PLAN

Table of Contents

The Process	_____	01
Mission, Vision, Core Values	_____	02
Diversity, Equity, Inclusion, and Belonging Commitment Statement	_____	03
Strategic Goals	_____	04
4Cs Future: Driver Diagram	_____	05

The Process

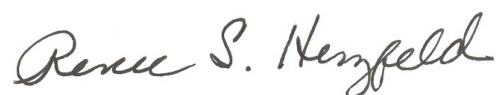
In the heart of 4Cs of Alameda County's strategic planning in 2020, COVID-19 hit and the world turned upside down. While 4Cs staff continued working relentlessly to serve families, 4Cs leadership team persevered and created a plan that lead us through the following years, weathering a pandemic and child care crisis.

Early in 2024, the leadership evaluated the 4-year-old strategic plan and realized we had accomplished our goal early! We succeeded in our vision that *"By 2025, Community Child Care Council (4Cs) of Alameda County will be recognized by the community as an essential guide for delivering and navigating resources for families and caregivers throughout Alameda County."* It was time to create a new strategic plan, including a reevaluation of our agency's core values and finalize a Diversity, Equity, Inclusion, and Belonging (DEIB) Commitment Statement to support our mission, vision, and core values.

While a tall order, our team was up for the task and, after many surveys, retreats, meetings, deep conversations, and with the help of expert facilitators, we are proud to share our 2024 Strategic Plan. Throughout the document, you will see some common threads:

- Working **with community, for community, and in community**
- Uplifting the **well-being** and support of our staff and those we serve
- Envisioning new, innovative programs, services, and spaces that are **responsive** to the unique needs of our clients

We are excited for you to join us in this new chapter as we embark on a journey lead by the work in our strategic plan, refreshed core values, and committment to diversity to diversity, equity, and inclusion.



Renee S. Herzfeld, CEO

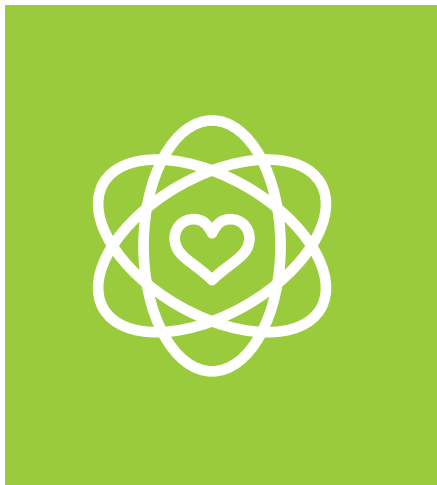
Mission, Vision, and Core Values

Mission Statement



Community Child Care Council (4Cs) of Alameda County exists to develop and coordinate resources to strengthen families and children.

Vision Statement



By 2029, 4Cs of Alameda County will implement a fully funded and sustainable model resource hub that provides a responsive and innovative system of services that support the well-being of all in collaboration with the communities we serve.

Core Values



Community • Impact
Innovation • Integrity
Leadership • Partnership
Well-Being

Diversity, Equity, Inclusion & Belonging Commitment Statement

4Cs of Alameda County **values and celebrates** the diverse perspectives, talents, backgrounds, and cultures in our communities. Through our core values and daily practices, we strive to **foster a culture of belonging and equitable treatment** among our team members and the families we serve. This is reflected in how we actively **create safe, welcoming, and supportive spaces** for our employees and clients to thrive. The cornerstone of our work at 4Cs is deeply rooted in being a **community-responsive** agency. We are committed to **uplifting and amplifying the voices** of families, children, child care providers, and community members. In collaboration with these community members and partners, we are committed to **improving and positively impacting the lives of tomorrow** through our programs and services.

4Cs of Alameda County Staff



Strategic Goals

By 2029



4Cs Future: Driver Diagram

Mission

Community Child Care Council (4Cs) exists to develop and coordinate resources to strengthen families and children.

Strategic Outcomes

Pursue fully funded and sustainable services

Vision

By 2029, 4Cs of Alameda County will implement a fully funded and sustainable model resource hub that provides a responsive and innovative system of services that support the well-being of all in collaboration with the communities we serve.

Implement a model resource hub

Develop responsive and innovative system of services

Prioritized Objectives

Explore grant opportunities

Align with local tax measures

Deepen connections with local businesses

Reconnect with former clients

Recruit board members strategically

Expand navigators & welcoming spaces

Strengthen partnerships & marketing and explore co-location

Offer mobile services

Expand basic needs & concrete services

Explore non-traditional operation hours

Stay current in identifying best practices

Define, design, and decide what is innovative

Maintain a robust, state-of-the-art IT systems & staffing

Embed on-going staff training on emerging community & cultural needs

Hire data/Results-Based Accountability support staff

Strengthen connections with partner organizations

Learn more

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