

## Illinois Director Credential (IDC) Marketing & Professional Relations Assessment (Level I) Center/ School Strategic Plan

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| <b>IDC Competencies</b> | MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program.<br>MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center's strategic/business plan. |
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### Assessment Guidelines

For this assessment, you will develop a measurable, strategic/business plan for your center/school which supports future growth. Your focus includes a collaborative assessment and development of strategic marketing and public relations strategies based on collaborative input. Components of your work include the following:

**Part One: Conducting a community needs assessment.**

You are required to conduct a community needs assessment to determine key areas of responsiveness to your program as well as effective marketing/public relations strategies.

**Part Two: Developing a program strategic/business plan.**

Based on data gathered from the community needs assessment as well as program information, use the following as a guide in developing your strategic plan:

- What is the identified need/ target market for your center/school?
  - Program goals/philosophy and identified community needs?
  - Loss of current providers?
  - Changing community employers?
- How can your vision/ mission meet this need?
  - What strengths/ resources do you bring to meet this need?
  - What are your identifiable barriers or hindrances to meeting this need?
- What are your specific goals regarding expanse of service, profitability, employee recruitment and retention, and growth to meet the identified needs?
- For each specific goal, articulate your measurable objectives in reaching this goal, your strategic plan should also provide:
  - Specific tasks to be accomplished in meeting each objective
  - A timeline for each objective
  - Projected costs, human resources needed and what evidence will be used to determine if the objective is met
  - How will you annually evaluate progress toward goals, revise and update goals and meet shifting needs and evaluate the cost effectiveness and cost/benefit analysis of your marketing plan?

- What marketing strategies will you use, inclusive of marketing materials, media interviews, social media strategies, and press releases based on program goals/philosophy and identified community needs.

**Assessment Rubric (pulled from IDC Master Rubrics)**

| <b>IDC Marketing &amp; Public Relations Master Rubric</b>   |   |   |   |   |                         |
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| <b>Competency</b>   | <b>Distinguished</b>  | <b>Proficient</b>   | <b>Needs Improvement</b>  | <b>Unsatisfactory</b>   | <b>Unable to Assess</b> |
| MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program. | Produces and/or puts into effect strategic marketing and/or public relations strategies to build or sustain a high-quality program. | <p>Community needs assessment, in accordance with program development, is effectively developed and/or implemented.</p> <p>Program marketing, including marketing materials, media interviews, social media presence, and press releases are effectively planned and implemented.</p> <p>A comprehensive business plan inclusive of marketing and/or public relations is developed.</p> | <p>Community needs assessment is developed and/or implemented.</p> <p>Program marketing, including either marketing materials, media interviews, social media presence, and press releases are planned and implemented.</p> <p>A business plan inclusive of marketing and/or public relations is developed.</p> | <p>Community needs assessment is partially developed and/or implemented.</p> <p>Program marketing or press releases are planned and implemented.</p> <p>An incomplete business plan is developed.</p> |                         |

Level I—Beige