

Illinois Director Credential (IDC) Marketing & Professional Relations Assessment (Levels I-III) Center/ School Strategic Plan

IDC Competencies	<p><u>MPR1:</u> Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program.</p> <p><u>MPR2:</u> Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center's strategic/business plan.</p> <p><u>MPR3:</u> Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals.</p>
Original Gateways IDC Benchmarks	LA1, MPR Intro, MPR1, MPR2, MPR3, MPR4, MPR5, MPR6

Assessment Guidelines

For this assessment, you will develop a measurable, strategic plan for your center/school which considers mission and vision, profitability, needs assessment and competition, employee recruitment and retention, and future growth. Research should be reviewed, needs assessed and data collected on each of the above to inform your development of strategic goals and measurable objectives in each area. The following questions may serve you in choosing a strategic planning format/process and in the development of your strategic goals:

- What is the identified need/ target market for your center/school?
 - Shifting community growth?
 - 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? How will you market you market your center/school?
- 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
- What will be your specific, systematic plan for involving all constituent groups (i.e. parents, staff, community leaders and employers)
 - 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?

Assessment Rubric (pulled from IDC Master Rubrics)

IDC Marketing & Professional Relations Assessment (Levels I-III): Center/ School Strategic Plan Rubric					
Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory	Unable to Assess
<p><u>MPR1:</u> Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program.</p> <p>IDC: MPR Intro, MPR1, MPR2, MPR3, MPR4, MPR5, MPR6</p>	<p>Produces and/or puts into effect strategic marketing and/or public relations strategies to build or sustain a high-quality program.</p>	<p>Produces and/or puts into effect marketing and/or public relations strategies to build or sustain programs.</p>	<p>Attempts to put into effect marketing and/or public relations strategies.</p>	<p>Produces and/or puts into effect detrimental marketing and/or public relations strategies that hinder program sustainability</p>	
<p><u>MPR2:</u> Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.</p> <p>IDC: LA1</p>	<p>Supports others in consistently working with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.</p>	<p>Works simultaneously and consistently with families and stakeholders in ongoing development and implementation of the center’s strategic/business plan.</p>	<p>Inconsistently works with families and stakeholders in development and implementation of the center’s strategic/business plan.</p>	<p>Does not include families and stakeholders in development and/or implementation of the center’s strategic/business plan.</p>	
<p><u>MPR3:</u> Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals.</p> <p>IDC: MPR Intro</p>	<p>Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies and aligns justification to specific strategic goals</p>	<p>Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies</p>	<p>Tries to justify the cost-benefit of marketing and/or public relations strategies</p>	<p>Does not incorporate evaluative data in deciding the cost-benefit of marketing and/or public relations strategies</p>	

Level I—Beige Level II—Blue Level III—Purple