



## STRATEGIC FRAMEWORK

### > Our Vision

Powered by the business community's leadership and commitment to early care and education, all children entering kindergarten will have the skills they need to reach their full potential.

### > Our Mission

As the business community's nonpartisan voice for early childhood, EPIC leads efforts to build infrastructure and advance policies that support the workforce of today while developing the workforce of tomorrow.

### > Strategic Priorities Guiding EPIC's Work and Programs

- Leveraging the voices and influence of business leaders to make early care and education a priority and to increase public and private investments;
- Building a socially prepared and competitive workforce by increasing access to affordable high quality care and early learning experiences; and
- Maximizing economic development and growth by improving family friendly supports for the current workforce.

### WHAT'S GOOD FOR CHILDREN IS GOOD FOR BUSINESS.

We are advocates for family-friendly workplaces and policies to ensure that children are receiving the quality child care and education they need to reach their future potential while enabling their parents to thrive in the workplace.



Our membership is comprised of business leaders in our community, partnering to invest in children and leaving a legacy of lasting change that will impact the workforce of the future.

## EPIC will pursue these strategic priorities by:



### Leadership & Education

Increasing the business community's awareness of the importance of early care and education and engagement efforts

- Guiding public will efforts through leadership, idea generation, and solution implementation
- Collaborating with EPIC Members and business organizations through events and communications to promote education and action



### Child Care Infrastructure

Engaging employers in solutions that meet the infrastructure, capital, and workforce needs for sustainability and the provision of child care and early education services

- Promoting access to affordable child care real estate and facilities
- Fostering public/private partnerships that support investments in early childhood and infrastructure



### Workforce

Helping employers attract and retain the best workforce, while supporting environments that enable families and children to thrive

- Supporting businesses and communities in improving access to quality, affordable child care through tailored consulting and advising
- Offering resources and technical expertise that lead to implementation of family friendly policies that work for both employers and employees



### Policy

Shaping and advancing policies that support EPIC's strategic priorities and programs

- Engaging business leaders for testimony, op-eds, and legislation advocacy
- Informing regulation (rule) and public funding



### Internal Mission Support

Building a strong and sustainable organization

- Recruiting, maintaining, and supporting a broad base of members
- Strengthening and diversifying the Board of Directors
- Increasing and diversifying revenue sources
- Developing staff capacity and capability