



# Revised Theory of Action 7/2010

Approved by the WAEYC Governing Board 7/17/10

## STRATEGIES

**PROMOTING QUALITY**  
 Strategy: Research, publish and disseminate information and thinking  
 Commitments:

- Concept papers on Quality, Professionalism & Sustainability
- Policy development and advocacy
- Conferences
- Website, newsletter and other publications
- Conversation convening

**SUPPORTING PROFESSIONALISM**  
 Strategy: Promote Program Quality & Professional Qualifications and Compensation  
 Commitments:

- Conferences
- ELAA participation
- Web site resources
- Member mobilization
- Professional advancement
- Accreditation

**FACILITATING MEMBER CONNECTIONS**  
 Strategy: Enhance Learning & Sharing Networks  
 Commitments:

- Affiliate Council
- Affiliate Chapter functioning & member recruitment
- Early learning program quality & sustainability
- Peer mentoring & support
- Web connection resources
- Conferences
- Key alliances
- Alternative member models
- Communication with membership

## OUTCOME INDICATORS

WAEYC materials and events are technically accurate, innovative and valuable

High-quality practical support for working with children and running programs is available

Management of local affiliate chapters and other groups is efficient and effective

WAEYC members are woven together in a strong learning community and network

Policy makers look to WAEYC for thought partnering and recommendations

Early childhood business financial sustainability increases

Early childhood professionals join WAEYC as a sign of professionalism

Local groups attract and engage local professionals

WAEYC-sponsored concept papers frame discussion

Early childhood businesses are financially successful

Most WAEYC members clearly understand the next step in their development pathway

Most early childhood professionals are WAEYC members

Practical conversations about quality occur

AEYC leaders are well-connected to each other

## INTERNAL GOALS

WAEYC members influence and frame what early childhood professionals need for success and what their expertise is worth

Early childhood businesses affiliated with WAEYC provide high-quality services and/or are accredited

WAEYC members have qualifications and/or credentials appropriate to their aspirations and role

Affiliate Chapters effectively serve as places for learning, leadership, quality improvement and mobilization

## EXTERNAL GOALS

**Early Learning businesses can provide equitable compensation**

**Early learning professionals are well-qualified, competent & highly compensated & Programs are high-quality**

**Systems that support high program quality are available**

**Financial resources for professional development & program operations are available**

WAEYC members provide key leadership for policy conception and advocacy

