

A photograph of four diverse children lying on their stomachs on a colorful interlocking play mat. The children are smiling and looking towards the camera. The mat has blue, red, and green sections. The background of the entire page is a solid blue color with white geometric lines.

# STRATEGIC PLAN 2023-2026

# INTRODUCTION

For more than 50 years, Mary Johnson Children's Center has offered educational programming to support the importance of play and evolution. We give children the opportunity to find their voice, potential, and talent. To ensure MJCC not only survives, but thrives well into the future, we have developed the following strategic plan. Through an inclusive and engaging process, we have created a living, adaptable plan to help focus the work of both board and staff alike over the next three years.

## MISSION

To nurture children and families of all backgrounds to strengthen belonging and well-being.

## VISION

All children and families have access to high-quality care and education to ensure they become happy, engaged community members.

# STRATEGIC PRIORITIES

1. **Program** | Continuously increase the quality and accessibility of enriching, therapeutic, and developmentally appropriate care and education.
2. **People** | Build a strong administration to support a dedicated team of high-quality fulfilled staff.
3. **Finance** | Create a path to be a financially self-sustaining organization that provides high-quality programs for children and families and a robust compensation package.
4. **Narrative** | Foster connections with our families, staff, and community partners through strong communication, fundraising, and advocacy in order to promote engagement with the Center and its programs.
5. **Organizational Capacity** | Establish systems, processes, and roles so Mary Johnson Children's Center functions efficiently and safely, and grows sustainably.