

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

IDC Competencies	MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program. MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center's strategic/business plan. MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals.
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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
- 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?

- 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.
 - Include an analysis, based on evidence-based resources and strategies, of the cost-benefit of different marketing and promotional strategies in support of desired goals.

Assessment Rubric (pulled from IDC Master Rubrics)

IDC Marketing & Public Relations Master Rubric					
Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory	Unable to Assess
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.	Community needs assessment, in accordance with program development, is effectively developed and/or implemented. Program marketing, including marketing materials, media interviews, social media presence, and press releases are effectively planned and implemented. A comprehensive business plan inclusive of marketing and/or public relations is developed.	Community needs assessment is developed and/or implemented. Program marketing, including either marketing materials, media interviews, social media presence, and press releases are planned and implemented. A business plan inclusive of marketing and/or public relations is developed.	Community needs assessment is partially developed and/or implemented. Program marketing or press releases are planned and implemented. An incomplete business plan is developed.	
MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.	Supports others in consistently working with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.	Identifies comprehensive strategies to involve multiple stakeholders in developing and/or reviewing the center strategic/business plan.	Identifies strategies to involve multiple stakeholders in developing and/or reviewing the center strategic/business plan.	Identifies inaccurate or ineffective strategies to involve multiple stakeholders in developing and/or reviewing the center strategic/business plan.	
MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals.	Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies and aligns justification to specific strategic goals	Evaluates, using evidence-based resources and strategies, the cost-benefit of different marketing and promotional strategies in support of desired goals.	Evaluates the cost-benefit of different marketing and promotional strategies in support of desired goals.	Evaluates the cost-benefit of different marketing and promotional strategies.	

Level I—Beige

Level II—Blue

Level III—Purple