THE PLAYBOOK
REIMAGINED + REDESIGNED
EARLY CHILDHOOD EDUCATION

a St. Louis community-led response to the First Step to Equity report

Activating Power Towards Early Childhood Systems Change
Power Towards What?

Systems Change: shifting the conditions that are holding a problem in place. Systems change takes TIME.
The Iceberg

The Inverted Triangle

Systems Change Conditions

- Policy
- Practices
- Resource Flows
- Relationships & Connections
- Power Dynamics
- Mental Models

Water of Systems Change: Kania, Kramer, Senge
Together, We Must Build Power Towards...

A Racially Equitable Early Childhood System

- New Policies
- New Practices
- New Resource Flows
- New Relationships and Connections
- New Power Dynamics
- New Mental Models

Position / status

Organized people

Organized money
It’s not possible to build and wield power without constantly developing and activating leaders.

To reduce the harm to our communities caused by unjustly designed systems, our changemakers bring stakeholders of all kinds together to understand the root causes of injustice, then imagine, design, and build an entirely new system.

To create an entirely new system, imagined and designed through the Tomorrow Building program, changemakers organize to build people-power through grassroots electoral and direct action campaigns to change policies.

To assert people-power at tables where policy and systems-level decisions get made, changemakers develop ethical, justice-oriented, public leadership skills as they consider appointed and elected positions to advance newly imagined systems born from Tomorrow and Power Building.
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### Playbook Solutions

These solutions are driven by community insight and values, evidence-informed and evidence-based research, and promising practices. They focus on improving outcomes for children, specifically ages 0-5.

#### WORKFORCE

| W-1 | Provide competitive wages & benefits |
| W-2 | Increase equitable access to professional credentials |
| W-3 | Create early pipelines to the ECE profession |

#### FUNDING & ACCESS

| FA-1 | Establish local public funding streams dedicated to early childhood education in St. Louis City and County by 2021 |
| FA-2 | Pursue private investment |
| FA-3 | Better leverage existing funding sources |

#### QUALITY

| Q-1 | Implement a local Quality Assurance Report (QAR) system |
| Q-2 | Develop and implement a universal kindergarten readiness assessment for the region |
| Q-3 | Invest in ongoing professional development |

#### FAMILY WELL-BEING

| FW-1 | Establish neighborhood-based two-generation hubs |
| FW-2 | Increase access to culturally responsive health care |
| FW-3 | Advance local and state policies that improve financial security |
| FW-4 | Build parent and guardian advocacy skills |
| FW-5 | Increase funding for home visiting programs |

#### GOVERNANCE & COORDINATION

| GC-1 | Establish a nonprofit tasked with quarterbacking the region’s ECE system through the following key functions: Pursue private and public investment, then equitably allocate resources; ensure system-level coordination; drive quality improvement; coordinate and bolster local advocacy efforts and increase public awareness |
| GC-2 | Ensure most-affected community members lead system coordination |
| GC-3 | Facilitate the creation of a regional centralized data hub |
Case Study: Yes on R

Organized people
30+ Leaders
(trained on organizing via WEPOWER)

Position / status
50+ endorsements from elected and other leaders.

Organized money
Raised $150,000+

WE WON $2.3 MILLION PER YEAR IN PUBLIC FUNDING
Knocked on 21k+ voters doors
70+ 1:1s and community presentations
71k+ voters in support / 56.3% support