**Early Childhood**

**GOAL:** Nurture every child on the path to success

**MEASURE:** All children are kindergarten ready

**OBJECTIVE:** Cross-sector initiatives will advocate for and improve early childhood development
- Number of programs, and children served in them, meeting Step Up To Quality standards
- Percentage of families ranking low/poor quality as a barrier to accessing care

**STRATEGIES:**
- Create Lincoln Early Childhood Business Roundtable
  - Performance Measures: Coalition consensus
- Identify and connect a comprehensive Early Childhood Network
  - Performance Measures: Coalition consensus
- Increase accessible/affordable high quality 0-8 education
  - Performance Measures: Low-income children enrolled in Step Up to Quality programs

**OBJECTIVE:** Community will be aware of what early childhood development is and looks like
- Percentage of residents satisfied with quality
- Percentage of residents who say early care and education is very important

**STRATEGIES:**
- Communications to general public
  - Performance Measures: Reach
- Promote as a community asset
  - Performance Measures: Media coverage

**OBJECTIVE:** Resources will enrich early childhood development at home, in care settings, and in the community
- Percentage of families ranking expense as barrier

**STRATEGIES:**
- Support families
  - Performance Measures: New parent materials distributed
- Support Read Aloud 15 Minutes
  - Performance Measures: Minutes read
- All environments geared to children
  - Performance Measures: Environments created and promoted

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**Employment Skills**

**GOAL:** Ensure access to training and support for skilled in-demand jobs

**MEASURE:** Businesses are able to fill in-demand skilled positions

**OBJECTIVE:** Cross-sector initiatives will advocate for and improve workforce development
- Employer satisfaction with improvements to develop Lincoln’s workforce

**STRATEGIES:**
- Create cross-sector workforce development coalition
  - Performance Measures: Coalition consensus
- Develop employer collaborations to improve internal and public policy
  - Performance Measures: Employer satisfaction with information/action

**OBJECTIVE:** Employers and potential employees will connect
- Employer rating of availability and quality of workforce
- Percentage of adults with less than a bachelor’s degree below poverty threshold

**STRATEGIES:**
- Develop links to skill development, employment and services
  - Performance Measures: Numbers of and satisfaction with from participating businesses, case managers
- Facilitate job acquisition and acclimation
  - Performance Measures: Numbers of mentor pairs and participating businesses

**OBJECTIVE:** Opportunities and support for skill training will address workforce needs
- Percentage of adults with post-secondary degree

**STRATEGIES:**
- Collaborate with educators, service agencies, and employers to chart pathways to full-time employment
  - Performance Measures: Number of pathways created

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**Innovation & Entrepreneurship**

**GOAL:** Create a world class ecosystem for innovation where Lincoln is the epicenter

**MEASURE:** New and growing businesses will create jobs

**OBJECTIVE:** Cross-sector initiatives will advocate for and grow entrepreneurship and innovation
- Establishment entry rate
- Net job creation rate

**STRATEGIES:**
- Build a collaborative leadership network to advance innovation
  - Performance Measures: Collaborative consensus
- Recruit and retain talent
  - Performance Measures: Outreach efforts
- Market Lincoln as an innovative epicenter through events, marketing and outreach
  - Performance Measures: Reach and media coverage

**OBJECTIVE:** Start-ups and expansions for businesses and nonprofits will be nurtured
- Jobs created by business startups
- Patents filed

**STRATEGIES:**
- Create an entrepreneur mentoring program
  - Performance Measures: Mentoring matches; successful launches; participant satisfaction
- Organize trade missions and pitch trips
  - Performance Measures: Participant satisfaction, investments made

**OBJECTIVE:** Opportunities will connect/link people, especially students, to innovation
- To be determined

**STRATEGIES:**
- Create business and K-16 educator team
  - Performance Measures: Team consensus

**OBJECTIVE:** Cross-sector initiatives will advocate for growth and support of early childhood development

**PROSPER LINCOLN STRATEGIC PLAN SUMMARY**

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