

INPUTS STRATEGIES AND ACTIVITIES OUTPUTS SHORT-TERM OUTCOMES INTERMEDIATE-TERM OUTCOMES LONG-TERM OUTCOMES

- Evidence Base for Quality Preschool
- Stakeholders
- Leadership
- Current Preschool Programs
- Funding and Resources
- National Momentum

Leadership and Engagement

Building Supporters

- Secure support from key constituencies
- Recruit non-traditional supporters
- Organize advocates—statewide and locally—through Preschool California

Engagement and Mobilization

- Educate constituents
- Develop model policies
- Develop local leadership
- Conduct issue education activities
- Organize engagement strategies and raise issue visibility—statewide and locally—through Preschool California

Communication and Dissemination

- Develop effective, common messages through Preschool California
- Generate earned media

- Outreach meetings conducted
- Diverse group of supporters funded
- Business leaders consulted
- Latino leaders consulted

- Constituent education materials developed and circulated
- Policy principles developed and circulated
- Policy options deliberated
- Community leader forums held
- Meetings with governor and state and local policymakers held
- Election education meetings with candidates held

- Key messages developed
- Tough questions answered
- Model editorial page pieces drafted
- Speakers bureau trainings held
- Spokespersons recruited

Strong Advocates and Constituents

- Key organizations and constituents informed, organized, and mobilized
- Key organizations adopt resolutions in support of preschool
- Flagship programs and local leaders join statewide preschool efforts

Individual Champions

- Business leaders, Latino leaders, flagship leaders, and other champions recruited and active
- Champions invited to participate in high-visibility speaking opportunities with key groups or at media events

Emerging Media Coverage

- Media coverage, including editorial content, is frequent and positive
- Research findings generate positive media coverage

Policy Development

- Key organizations adopt policy principles
- Research findings used to develop and refine model policies, funding sources, and facilities solutions

Broad Public Support and Demand

- Universal preschool is a major focus of each key organizations
- Support and demand for preschool grows among key constituencies
- Public support and demand for preschool grows among flagships
- Overall public support and demand for preschool grows

Widespread Media Coverage

- Flagship programs generate positive media coverage locally and statewide
- Media coverage is frequent and positive

Strong Support Among Policymakers

- Policymakers recognize strength and credibility of preschool supporters
- Policymakers recognize influence of champions
- Policymakers acknowledge salience of preschool issue
- Gubernatorial candidates support preschool for all of California's children
- Policymakers author, sponsor, and support preschool-related legislation and funding
- Issue has broad support among policymakers across party lines.

Ongoing Committed Constituency

Policy to Provide Preschool for All of California's Children

Sustainable Funding and Infrastructure

Voluntary, High-Quality Preschool Benefits All Children

LEGEND

- High Strategy Emphasis
- Mid-Level Strategy Emphasis
- Strategy Emphasis

Research

Research

- Make the case for preschool in California
- Research key policy issues and best practices

Flagships and Local Strategies

Quality Preschool Expansion and Demonstration

- Establish flagship preschool programs in geopolitically important communities
- Provide technical assistance to develop flagships

Facilities Development

- Support Affordable Buildings for Children's Development (ABCD)

- Research on California preschool outcomes and benefits funded
- Research on key policy issues and best practices funded

- Flagship programs identified and begin planning to provide preschool for all children
- Flagship learning community launched

- Financing and technical assistance made available to preschool centers

Emerging Political Support

- Policymakers author, sponsor, and support preschool-related legislation and funding
- Preschool is a salient issue in targeted elections

Research Diffusion

- Research findings contribute evidence to expand preschool opportunities

Increased Access, Quality, Support

- Flagship programs increase preschool enrollment
- Flagship programs increase program quality
- Flagship programs adopt goals to provide preschool for all children
- Flagship programs attract support and involvement from local leaders, constituents, and institutions
- Flagship programs adopt best practices from one another

More Facilities

- Number of preschool spaces increases

Research-Based Policy Proposals

- Advocates achieve broad agreement around research-based policies and viable funding sources
- Advocates and policymakers cite research findings
- Flagship program experiences inform statewide policy development efforts

Continued Local Expansion, Results

- Flagship programs continue to increase preschool enrollment and program quality
- Flagship programs attract additional funding.
- Children in flagship preschool programs demonstrate positive gains

More Facilities, Leveraged Financing

- Number of preschool spaces increases
- Increased public/private financing available for preschool facilities

Preschool Logic Model* As of October 4, 2004

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