



Strategic Framework

2025-2028



Our Vision

All children will develop, learn and grow to realize their full potential.



Our Mission

Parents as Teachers promotes optimal early development, learning, and health of children by supporting and engaging their parents and caregivers.



Our Values

- **Community responsiveness**
- **Learning and growth**
- **Relationships**
- **Integrity and accountability**

Overview

The Parents as Teachers National Center Strategic Framework guides the support we provide our network of affiliates, curriculum partners, subscribers and early childhood professionals – both nationally and internationally.

Parents as Teachers is backed by 40 plus years of evidence with proven outcomes in:

- Increase parent knowledge of early childhood development and improve positive parenting practices
- Provide early detection of developmental delays and connection to services
- Improve parent, child, and family health and well-being
- Prevent child abuse and neglect
- Increase children's school readiness and success
- Improve family economic well-being
- Strengthen community capacity and connectedness

The strategic framework positions Parents as Teachers to adapt to changing landscapes, challenges, and opportunities, a framework enables us to reach more young children and their families with our impactful models of service delivery, curricula, and professional development. The framework centers around the mission, vision, and organizational values of Parents as Teachers, propelling us forward to achieve the impacts.

Goals

- 1 Deepen and Demonstrate Impact**
Conduct research and evaluation that strengthens our evidence base for all programming and services.
- 2 Build Sustainable Growth**
Grow the Parents as Teachers network to impact more families and children.
- 3 Expand Leadership Role in the Field**
Expand Parents as Teachers' leadership role in the field of early childhood and parenting support through advocacy, convening, partnerships, collaborations, and cross-sector initiatives.
- 4 Elevate Awareness and Understanding**
Elevate awareness and understanding of Parents as Teachers in order to successfully and strategically expand its impact and support its growth.
- 5 Strengthen Organizational Effectiveness**
Strengthen organizational practices, structures and culture to fulfill the mission, vision, and goals, and align with values and operating principles of the organization.

Impacts

Children are healthy, safe, and learning.
Parents and caregivers are supported, confident, and equipped to nurture their child(ren).

Families are engaged, attached, financially stable, and thriving.

Communities are healthy and support the culture of every child and family.

Home visiting is recognized, valued, and accessible to all families.



Objectives

- Support Early Development: 85% of children receive developmental screenings annually**
Contributing to early identification of delays or concerns and timely connections to resources.
- Promote Early Learning: 98% of parents/caregivers report engaging in daily literacy activities with their children, measured annually**
Fostering brain development and school readiness, this consistent caregiver behavior reflects strong parenting capacity supported through home visiting.
- Expand Professional Reach: 2.5% additional home visiting and family support professionals expand our network annually**
Growing our professional network strengthens the field's capacity to deliver high-quality services and address unmet family needs.
- Maintain High Family Satisfaction: 95% of parents report satisfaction with the program annually**
The sustained satisfaction reflects a deep commitment to family-centered, culturally responsive, and relationship-based practices.
- Sustain Financial Capacity: 3% increase in operating revenue and 5% increase in philanthropic giving generated annually**
Fueling innovation and long-term sustainability, these financial gains support continued program scale and system impact.
- Expand Support Infrastructure: 11 new state, regional, Tribal, or country implementation support partners establish presence by the end of year 3**
Developing infrastructure in broad geographies ensures access and localized support for quality implementation.
- Scale Reach: 200,000+ families receive services annually, with an additional 3% growth annually**
This steady expansion ensures more families benefit from trusted, evidence-based support to promote healthy development and family well-being.
- Recognize Quality Practice: 80% of applicable affiliates achieve Blue Ribbon Quality Endorsement annually**
Demonstrating commitment to excellence, this achievement signals a strong foundation for consistent, impactful practice.
- Enhance Affiliate Engagement: 3% increase of affiliates report “very satisfied” on the annual Affiliate Satisfaction Survey**
Reflecting affiliate organization experiences and systems support that foster stronger engagement and retention within our affiliate network.
- Drive Visibility and Public Engagement: 15% growth in social media engagement, news coverage, and website traffic by the end of year 3**
This increase in media presence builds public awareness, strengthens brand identity, and deepens community connection.
- Advance Evidence and Innovation: Five or more new research studies launched by the end of year 3**
Expanding the evidence base affirms program effectiveness and supports continuous learning, policy influence, and innovation.

Initiatives

- Strengthen the home visiting workforce** and those who support them, including professionals, organizations, technical assistance providers, training networks, and National Center staff.
- Create a structure for family voice** to inform and impact all aspects of our work, ensuring that family perspectives are integrated into decision-making.
- Advocate for policies** that enhance funding, integration, and workforce development to support the sustainability and expansion of home visiting programs.
- Strengthen and retain home visiting partnerships** by integrating services with early childhood education, healthcare, child welfare, and other support systems to improve outcomes.
- Enhance customer experience** by improving access to resources, content, and support for families and professionals.
- Undergo a comprehensive digital transformation** to better meet the needs of families, professionals, and affiliates.
- Develop strategic communications** that focus on core messages, target key audiences, and leverage multiple channels to amplify our reach, impact, and stories.
- Deepen research and learning opportunities** by engaging with families, professionals, funders, and communities to support innovation and continuous improvement of our model.

