Our Vision: High-quality child care is available and accessible to all families in Virginia.

Our Mission: We improve child care in Virginia by developing the child care workforce, maintaining comprehensive child care data, empowering families through education, and advocating for Virginia's children.



We value

Freedom of choice for all families

Child-centered services that nurture healthy growth and development

Our relationships with member agencies as central to our success

High-quality child care is essential to the social and economic well-being of the Commonwealth.

Accurate and comprehensive data is necessary for policy-making and program development to meet the needs of Virginia's families and communities.

Parents of young and school-age children are increasingly reliant upon child care to enable them to work, be productive and reliable employees, and support their families.

We know

Quality early childhood experiences are critical to the healthy development of communication, critical thinking and decisionmaking skills as adults.

High-quality care results from quality training and professional development opportunities for caregivers and providers.

A strong statewide resource and referral network is essential to a thriving child care infrastructure.

Collaborations and partnerships achieve a powerful, united voice to affect change.

Our Five Strategic Priorities:

We manage and support a cohesive statewide network of regional child care resource and referral expertise.

- Monitor and support current network members and subcontractors to ensure maximum accountability and quality service delivery.
- Maintain accurate and relevant data at the statewide and regional level.
- Engage stakeholders in strategic thinking to position the organization for long-term sustainability.

The child care provider workforce is knowledgeable, skilled, and sufficient to meet the needs of every Virginia community.

- Enable and promote provider access to training based on identified child care competencies and innovative best practices.
- Support quality improvement initiatives for all child care providers in VA.
- Attract and retain child care providers to meet future demand.

We are Virginia's advocate and voice for quality child care in all settings.

- Utilize our data to promote awareness of the state of child care in Virginia.
- Lead, educate and encourage decision-makers and families to support quality child care.
- Strengthen regulatory support for quality child care in Virginia.

Our organization is effectively led, governed, and managed with adequate resources.

STRATEGIES

- Maintain human resource capacity and develop specific expertise to accomplish strategic priorities.
- Diversify revenue sources and fundraising tactics to improve the organization's
- Build and sustain an active, diverse and committed Board to provide leadership, oversight and resources.

Communities, families, and decision makers have access to the information they need and want about child care resources.

- Establish and sustain CCA-VA as a primary source of child care information.
- Empower the public to be informed consumers of quality child care.
- Educate employers and funders about the economic impact of quality child care and the Child Care Aware network.















