



Sunbeam Family Services

Strategic Plan | 2022-2026

Executive Summary



Strategic Plan | Executive Summary

Sunbeam Family Services has built a strong and compelling reputation in the Oklahoma City metro area and within key communities of practice by delivering high-quality services, supported by an innovative partnership model, strong relationships, and a high degree of community responsiveness. Within the legacy contributing to its strong reputation was Sunbeam's role in establishing the seventh Educare school in the nation, integrating an early childhood program with policy, research, and systematic professional development. Sunbeam's Strategic Plan represents deliberate choices to leverage its strengths and increase its role in shaping the future in its key fields of practice.

Sunbeam's Strategy is rooted in its purpose, beliefs, and aspirations – as represented by its Mission, Values, and Vision statements.

Mission | Sunbeam's statement of purpose

Building brighter futures with all children and families.

Values | The statements of belief that guide Sunbeam's decisions and actions

Respect

Growth

Community

Integrity

Advocacy

Innovation

Vision | Sunbeam's aspirations over an extended time period

Sunbeam continually aspires to be a recognized leader in early childcare and education, with specialized support for entire family systems. We consistently strive to strengthen the social service ecosystem in our communities. We seek to be advocates of the highest-quality services and ensure the sustainability of our work.

Overall Strategy | How Sunbeam will achieve its desired impact

Provide differentiated direct service delivery to young children and their family support systems, while driving excellence in practices that benefit them through partnerships, advocacy, and targeted workforce development.

Strategic Plan | Executive Summary (cont.)

Strategic Pillars | Key categories of actions to achieve Sunbeam’s aspirations

	Pillar 1	Pillar 2	Pillar 3	Pillar 4
	Expand the reach of high-quality direct service delivery to serve more families.	Invest in practitioner development to secure the ability to fulfill our Mission and Vision with well-qualified talent.	Leverage strategic collaborations and partnerships to enhance the social safety net for families.	Amplify quality impact through advocacy and financial sustainability.
Key Initiatives	<ul style="list-style-type: none"> Enroll more families in Sunbeam schools and direct delivery programs Tailor and thoughtfully expand services to meet family/ community needs Implement new revenue streams that align to Sunbeam’s Mission and meet community needs 	<ul style="list-style-type: none"> Build partnerships to draw from talent pools aligned with Sunbeam’s Mission Identify additional “non-traditional” workforce with aligned interests and needs Develop and expand the Lab School Model 	<ul style="list-style-type: none"> Identify and build relationships with specialized and complementary Agencies and refer more clients/families Expand Sunbeam’s influence on the social services landscape within key areas of practice Build and amplify the network of partner organizations 	<ul style="list-style-type: none"> Expand Sunbeam’s influence at federal, state, and local levels Serve as a leader within communities of practice to influence service standards Maintain and build philanthropic connections to drive sustained and diversified support
5-Year Strategic Objective	Meaningfully increase the number of people Sunbeam serves through direct service delivery.	Build a sustainable talent pipeline that yields successful practitioners in key areas of service.	Connect families in each community to a complete set of services that enhance wellbeing, safety, and school readiness.	Expand Sunbeam’s ability to influence external factors that broadly serve the Mission.