



## Background

Great Start Traverse Bay/Manistee Collaborative ([www.tbgreatstart.org](http://www.tbgreatstart.org)) is the local decision-making body established by Michigan's Early Childhood Investment Corporation (ECIC) to address barriers to accessibility, funding stream inadequacies and overlaps and gaps in early childhood services in northwest lower Michigan. In partnership with committed leaders from the private and public sector as well as parent leader representatives from our six- county region, Great Start identifies and responds to early childhood needs by mobilizing resources toward the development of a sustainable, regional *Great Start*. This research-based system of programs and services is designed to ensure every young child arrives at the kindergarten door safe, healthy and ready to succeed in school, with parents who are committed to educational achievement.

## VISION &amp; MISSION

Great Start Traverse Bay/Manistee Collaborative is committed to ensuring that each and every child in our region has everything he needs during the earliest years for a solid foundation and a bright future. Our region currently includes Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau and Manistee county.

**Great Start System**

Five distinctive areas offer the greatest opportunity to positively impact the lives of our youngest citizens and their families:

- Pediatric & Family Health
- Social & Emotional Health
- Child Care & Early Education
- Parenting Leadership
- Family Support

**Great Start Collaborative**

Local community leaders representing all sectors of the community are partnering to create a comprehensive, coordinated system of resources and supports to ensure that young children in our six-county region have the foundational experiences needed for a great start in life – bodies, hearts and minds.

**Great Start Traverse/Bay Manistee Collaborative Core Functions**

Investing in solutions and supports focused on the opportunities as well as challenges facing children from birth to age five will improve the entire region's quality of life. Great Start Traverse Bay/Manistee is uniquely positioned in a leadership role to contribute and has a commitment to:

- Collect early childhood data and work with the community to determine appropriate responses to local needs.
- Convene and coordinate so that organizations and agencies are able to meet the identified needs efficiently, effectively and with accountability.
- Build public will through coordinated outreach.
- Provide early childhood resource information.
- Support parent leadership and engagement through the Great Start Parent Coalition.
- Support early childhood advocacy at the local and state level.
- Develop and leverage funding through a variety of partnerships.

**Positioning Statements**

"A Great Start for Every Child in Our Region – Safe, Healthy and Eager to Succeed in School and Life."

"WORKING TOWARD GREAT FUTURES"

## OVER-ARCHING BRAND GOALS

### Convey Sense of Urgency

The needs are great and the stakes are high. This is our opportunity. Available public funding is shrinking – everything is on the table. If we are not proactive about designing a sustainable plan for our region, we will jeopardize our ability to achieve the requisite results for our children.

### Make the Issues Meaningful & Relevant

Clear messaging is integral to ensuring that early childhood systems building is important to local communities. Each core audience should know why they should care and what they can do about the issues, as well as how the issues affect the region's economic well-being.

### Reinforce Shared Vision

Inspiring and engaging the community at all levels takes unyielding faith and the courage to face the most challenging facts about the circumstances in our region. The path and the prize need to be made visceral.

### Provide Leadership

Servant leadership combines strong will and personal humility. Leadership greatness is about being a conduit of energy, not a single generator of it. Limited internal resources as well as the inclusive, participatory nature of this organization necessitate that engaged individuals and organizations feel like there is a clear sense of purpose and that even a small, focused effort can make a significant difference.

## STAKEHOLDER FOCUS

*Primary target audiences are identified and organized into three stakeholder groups.*

1. Community Leaders, Policy Makers, Business Leaders and Regional Media
2. Multidisciplinary Network Partners – Public and Nongovernmental
3. Parents and Families of 0-5 Children and the Community

*The secondary target audience is internal.*

1. Funders (ECIC), Founding Leadership & Executive Board Members

Note: There are core messages and talking points for each primary target audience available on messaging charts.

### Attributes

**Responsible**  
**Cooperative**  
**Tolerant**  
**Contributive**  
**Visionary**



### Aesthetics Statement

The Great Start Traverse Bay/Manistee logo was derived from its founding organization, ECIC (Early Childhood Investment Corporation). Across the state of Michigan, 55 collaborative organizations are adapting the logo by adding a geographic identifier (in green).

The uplifting figure in blue represents the human capital invested in this initiative as well as a dynamic, proactive and hopeful approach to ensuring real results. The star represents success, the importance of knowledge sharing and aspiring to ensure positive outcomes. The star also symbolizes enlightenment for communities about the issues facing young children and families. Each point of the star is dedicated to one area of focus within the "Great Start System".

Blue: Trust, Integrity, Prosperity

 PANTONE® Reflex Blue

Yellow: Assertive, Confident, Important

 PANTONE® 116

Green: Commitment, Clarity, Youth, Well-Being

 PANTONE® 368

### Graphic Standards

Graphic standards are provided by and available through ECIC (Early Childhood Investment Corporation). Visit [www.greatstartforkids.org](http://www.greatstartforkids.org).

The Great Start Traverse Bay/Manistee logo artwork is available to download at [www.tbgreatstart.org](http://www.tbgreatstart.org). For further information regarding graphics please call 231-922-6437.