



JIM DOYLE
GOVERNOR
STATE OF WISCONSIN

Dear Friends:

Wisconsin has a proud tradition of investing in the care and education of its children. We know that early investment in quality care and education leads to better outcomes and better futures for our children. Currently, Wisconsin offers a litany of programs that support our young children and their families, including child care, Head Start, Birth-to-3 early intervention, special education, and four- and five-year-old kindergarten, to name just a few. In keeping with this tradition, I am pleased to enthusiastically support Wisconsin's *Think Big, Start Small: Invest Early in a Child's Future* campaign.

Initiated by the education community, the child care community, several state agencies, and the Wisconsin National Governor's Association Early Childhood Team, the *Think Big, Start Small* public awareness campaign is an ongoing partnership among state, regional, and local governmental entities and others in public-private sectors. The goal of the campaign is to promote our common priorities in early childhood education and to find ways to efficiently use our precious resources to wisely invest in our children.

The *Think Big, Start Small* campaign focuses on key areas in the promotion of early childhood learning, including:

- Improved family access to blended quality early care and education services;
- Development of a statewide infrastructure to guide and enhance state policies;
- Promotion of a seamless system to prepare staff that care and educate young children;
- Increased number of high quality and accredited early learning programs;
- Recognition of the importance of early childhood care and education by state government, business leaders, civic groups, and all citizens of the State of Wisconsin.

As Governor, I am committed to continue Wisconsin's work to promote quality education and care for our state's children and their families. The *Think Big, Start Small* campaign is an important tool to build the public and political will for early childhood care and education in this state. By working together, we will continue to build on our strong base to ensure that all children have opportunities to participate in quality programs leading to success in school and life.

I encourage you to support early childhood education in Wisconsin by joining the *Think Big, Start Small* statewide public awareness campaign.

Sincerely,

A handwritten signature in black ink that reads "Jim Doyle".

Jim Doyle
Governor