

Golden Crescent CASA Strategic Plan 2017-2018

DIVERSE RECRUITMENT - Increase numbers of Volunteer Advocates/Guardian ad litem to 100% meet 1-to-1 case ratio that also reflect the diversity of the children we serve and with CASAs waiting for a case.

Goal 1: Community Needs Assessment for Diversity					
Objective A: Update community population demographics.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/Revise
<i>Action Step 1:</i> Executive Director review of demographics of children served.		Executive Director	Quarterly		
<i>Action Step 2:</i> Compare demographics of children served to volunteer demographics.		Executive Director Volunteer Coordinator/ Recruiter	Quarterly		
Objective B: Identify leaders of demographic groups of children served, this will include representatives of civic groups, businesses, religious groups, associations, and mass communication outlets.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/Revise
<i>Action Step 1:</i> Brainstorm with board members, volunteers, and staff to identify community representatives.		Board, Advisory Board, Volunteer Recruiter/Coordinator, ED, Staff	Continue throughout 2017-2018		
<i>Action Step 2:</i> Contact community representatives to share CASA's mission and ask to share information with their organizations.		Board, Advisory Board, Volunteer Recruiter/Coordinator, ED, Staff	Continue throughout 2017-2018		

Goal 2: Build Alliances with Diverse Groups					
Objective A: Build relationships with diverse community leaders.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/Revise
<i>Action Step 1:</i> Arrange a reception inviting individuals from diverse community organizations to provide an introduction to CASA and to provide volunteer information.		Board, Advisory Board, Volunteer Recruiter/Coordinator, ED, Staff	December 2017		
<i>Action Step 2:</i> Create a schedule of public speaking engagements to targeted audiences three times per year.		Volunteer Coordinator/ Recruiter and Executive Director	September 2017		
<i>Action Step 3:</i> Request to post recruitment messages in church bulletins.		Volunteer Coordinator/ Recruiter Identify 5 partner churches in service region.	Ongoing		
Objective B: Collaborate and participate in culturally – oriented community activities, church fairs, festivals, holidays.					
<i>Action Step 1:</i> Develop a calendar of community activities in service region.		Volunteer Coordinator/ Recruiter	September 2017		
<i>Action Step 2:</i> Provide display materials at events that are relevant to targeted populations.		Volunteer Coordinator/ Recruiter	Ongoing		
Objective C: Develop targeted public awareness messages for individual groups.					

<p><i>Action Step 1:</i> Provide statistics, information, personal stories that relate to and reflect the needs and concerns of targeted groups. An example, pieces targeting a predominantly male group should tell the CASA story from the prospective of a male advocate.</p>		<p>Volunteer Coordinator/ Recruiter</p>	<p>Ongoing</p>		
<p>Objective D: Train prospective CASA Volunteers</p>					
<p><i>Action Step 1:</i> Contact each prospective volunteer monthly until training completed and volunteer sworn in to work cases.</p>	<p>On-Going list of people interested in becoming a CASA that includes contact dates and where initial contact was made; current trainee list; CASA Manager</p>	<p>Volunteer Coordinator, Volunteer Recruiter, Initial Contact Person, Staff</p>	<p>Monthly or more often as needed</p>	<p>Review of monthly Children, Cases, and Volunteers Report to see increase in number of available and active volunteers.</p>	
<p><i>Action Step 2:</i> Conduct quarterly new CASA volunteer trainings in Victoria and in 7 remaining counties as needed to meet goal of 100 CASAs.</p>	<p>On-Going list of people interested in becoming a CASA that includes contact dates and where initial contact was made; current trainee list; CASA Manager</p>	<p>Volunteer Coordinator and Volunteer Recruiter</p>	<p>July 2017</p>	<p>Increase current number of CASAs to 100</p>	
<p><i>Action Step 3:</i> Utilize media, newsletter, blogs, community meetings, Judges and referrals to attract new CASAs.</p>	<p>On-going diverse media contact list</p>	<p>Board member from each county, PR & Volunteer Committee, GCCASA Staff, Judges, Development Director</p>	<p>Monthly</p>	<p>Articles, ads, blogs reviewed by ED and Board Volunteer and PR Committee members</p>	

<p><i>Action Step 4:</i> Update and maintain volunteer information and applications on the GCCASA website.</p>	<p>Texas CASA application forms</p>	<p>CASA Staff, Board PR Committee, Development Director</p>	<p>Quarterly</p>	<p>Applicants log, web counter to be reviewed by ED, Board Volunteer Committee members</p>	
<p><i>Action Step 5:</i> Volunteer Coordinator, ED, Board President and Board Volunteer Committee maintain communication on recruitment progress</p>	<p>Email, meeting agendas, logs</p>	<p>Volunteer Coordinator, ED, Board Pres, Board Volunteer Committee</p>	<p>Monthly Board meetings (4th Wednesday of each month)</p>	<p>Meeting agendas and correspondence are reviewed by ED, Board, Volunteer Recruiter</p>	

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RETAINMENT - Retain Volunteer Advocates

Goal 1: To Increase Retention of Diverse Volunteers					
Objective A: Maintain involvement of new volunteers					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/Revise
<i>Action Step 1:</i> Update detailed operational Volunteer Retainment Plan.	Current list of active CASAs, GC CASA operating budget	Volunteer Coordinator and Volunteer Committee	August 2017	Plan reviewed by Volunteer Coordinator, Volunteer Committee, ED and Board.	
<i>Action Step 2:</i> Create a mentor/ buddy system that pairs volunteers in training with tenured volunteers.		Volunteer Coordinator/ Recruiter	Ongoing.		
Objective B: Expand opportunities for recognition of volunteers' accomplishments.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/Revise
<i>Action Step 1:</i> Welcome new volunteers at the monthly in-service training and in email announcements. Place announcements and pictures of swearing in ceremony in local papers.	Media, newsletters, website, meetings with case supervisors, banquets, luncheons, certificates, photos	Volunteer Coordinator/ Recruiter, Development Director, ED	Ongoing.		
Objective C: Provide feedback, direction, and support to volunteers.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/Revise
<i>Action Step 1:</i> Meet by phone or in person with new volunteers at least once a week for the first month of assignment to a		Case Supervisors, Volunteer Coordinator/Recruiter	Done and Continuing.		

case to provide positive feedback.					
<i>Action Step 2:</i> Survey Volunteers on retention factors annually.	Retention Factors Survey	Volunteer Coordinator/ Recruiter	Annually	Retention Factors Survey	
<i>Action Step 3:</i> Provide specific training on post-secondary options (PALS) to all volunteers.	PALS	Volunteer Coordinator, PALS representative from San Antonio	Annually		
Objective D: Keep volunteers active and involved.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop/ Revise
<i>Action Step 1:</i> Offer volunteers not currently assigned or those who requested time off between case assignments opportunities to assist with recruitment efforts, training, of staffing event booths.		Volunteer Coordinator/Recruiter	Done and Continuing.		
<i>Action Step 2:</i> Contact active volunteers monthly.	Updated contact information of each CASA	Volunteer Supervisors Volunteer Coordinator, Administrative Assistant	Monthly and more often as needed	Organizational evaluations completed by volunteers and volunteer attendance logs to be reviewed by ED and Board Volunteer Committee member	
<i>Action Step 3:</i> Contact inactive volunteers (i.e., CASAs who have not had	Updated contact information of each CASA, Exit Interview	Volunteer Coordinator	Once a quarter until definitive	Review of monthly Children, Cases, and Volunteers report to see	

a case in two years) once per quarter to find out what can be done to get them involved again.			response is given that a CASA will no longer take cases.	number of inactive volunteers becoming active.	
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RETAINMENT EVALUATION – Assess Retainment Plan

Goal 1: To Identify Increases or Decreases of Diversity within Volunteer Pool					
Objective A: Compare and document demographics after one year of diversity recruitment.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Track new volunteer demographics.	Optima	Volunteer Coordinator/Recruiter and ED	Quarterly and continuing.	80% of Volunteers are retained	
Goal 2: Evaluate Retention of Diverse Volunteers					
Objective A: Document and compare retention rates of new volunteers.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Compare retention of diverse volunteers over time to an established baseline and recruitment goals.		Volunteer Coordinator/Recruiter and ED	Quarterly and continuing.		
<i>Action Step 2:</i> Compare newly established retention efforts to previous efforts to determine their effectiveness.		Volunteer Coordinator/Recruiter and ED	Quarterly and continuing.		

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FUND DEVELOPMENT - Continually improve financial strength of Golden Crescent CASA.

Goal 1: Increase funding to meet GC CASA mission.					
Objective A: Create Golden Crescent CASA events calendar.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Maintain detailed operational Fund Development Plan.	Calendar, Social Media, Community Calendar to determine other organizations' events to avoid conflict, fundraising calendar	Development Director, Fund Development Committee, ED, Board	January 2017	Plan reviewed by FD Committee, ED and Board.	
<i>Action Step 2:</i> Re-apply to grants, current grantors and apply to a minimum of twelve new grant sources on a weekly basis.	Victoria College Foundation website data base, grant calendars, other web sources, fundraising calendar	Development Director, Fund Development Committee	Ongoing - quarterly	Completed RFPs and funding increase	
<i>Action Step 3:</i> Re-apply to Commissioner's Court (e.g., jurors' pay option) in each of the eight counties that GCCASA covers for funding.	Court contact information, court schedules, fundraising calendar	ED, Fund Development Committee, Board	Annually – July 15th	Funding increase	
<i>Action Step 4:</i> Contact individuals and corporations in 8 counties who are willing to donate to the organization	Organizations and contact names (new sources suggested include: Rotary Clubs, American Petroleum Institute), fundraising calendar	ED, Development Director, Fund Development Com., Board	Quarterly	Revenue generated from contact	

Objective B: Create Golden Crescent CASA events calendar.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Review existing community calendars to avoid event date conflict.		Development Director, Fund Development Committee, ED			
<i>Action Step 2:</i> Select quarterly fundraising events.		Development Director, Fund Development Committee, ED			
Objective C: Pursue Grant Opportunities					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Utilize library grant database.		Development Director, Fund Development Committee, ED			
<i>Action Step 2:</i> Maintain grant calendar.		Development Director, Fund Development Committee, ED			
Objective D: Increase County Funding					
<i>Action Step 1:</i> Contact Commissioners Courts to receive appropriations.					
<i>Action Step 2:</i> Contact County Judges to become recipient of Family Protection Fees.					

<i>Action Step 3: Contact County Judges to become a recipient of donated jury fees.</i>					
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VOLUNTEER RECRUITMENT MARKETING - *Increase public awareness and recognition of GC CASA organization to attract CASA Volunteers/Guardian ad litem.*

Goal 1: Recruit and retain volunteers in order to have at least 100% of cases assigned to volunteers by August 2018.					
Objective A: On- going recruitment of volunteers.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Update and implement detailed operational public relations and marketing plan.	National, state and GC CASA marketing information from website, conferences	ED, PR Committee, Board, Development Director	September 2017	PR plan to be reviewed by ED, Board, PR Committee & Staff	
<i>Action Step 2:</i> Provide information on GCCASA to individuals/ organization in the 8 counties who are in positions to help the organization achieve its goals. Review brochure for updates-	Any available CASA publications	CASA staff, Volunteer recruiter, Board members, Development Director, volunteers	On-going	Increase in volunteers and funding	
<i>Action Step 3:</i> Implement PR and Marketing Plan with social media component.	Media calendars, plan	ED, PR Committee, Development Director, Board	On-going	Increase in volunteers and funding	
<i>Action Step 4:</i> Attend one major event (i.e. market Days, Youth Fairs, Livestock Shows, Information Fairs) in each of the eight counties served per quarter.	Media calendars, plan	Volunteer Coordinator/Recruiter, Staff, Executive Director, Advisory Boards, Board of Directors	On-going		

<p><i>Action Step 5:</i> Contact Rotary Clubs, Lions Clubs, Retirement Organizations, Ministerial Alliances, and Chambers of Commerce in each county served to arrange speaking engagements where direct appeals will be made for volunteers. Several multi-media presentations will be prepared when location allows for use.</p>		<p>Volunteer Coordinator/Recruiter, Staff, Executive Director, Advisory Boards, Board of Directors</p>			
<p><i>Action Step 6:</i> Board and Advisory Board Members will host community “Meet and Greets” throughout the year to share information about Golden Crescent CASA.</p>		<p>Board and Advisory Board members, Executive Director, Volunteer Coordinator/Recruiter, Staff, Volunteers</p>			
<p><i>Action Step 7:</i> Media campaigns will be held in each county served to inform communities about Golden Crescent CASA’s mission and need for volunteers.</p>		<p>Development Director, Executive Director, Volunteer Coordinator/Recruiter</p>			
<p><i>Action Step 8:</i> Social Media campaigns will be conducted to inform communities about Golden Crescent CASA’s mission, events, and need for volunteers.</p>		<p>Development Director, Executive Director, Volunteer Coordinator/Recruiter</p>			
<p><i>Action Step 9:</i> Provide CASA board, staff, and volunteers with CASA nametags, CASA window</p>		<p>Development Director, Volunteer Coordinator/Recruiter</p>			

decals, “Ask me about CASA” buttons to wear at events, or in public as desired.					
<i>Action Step 10:</i> Research CASA “wear” with cohesive look to give and sell on www.goldencrescentcasa.org (e.g. buttons, caps, bumper stickers, men’s Ts, women’s shirts, fishing shirts).	Link to TX CASA website	Development Director, Executive Director, Volunteer Coordinator/Recruiter, E.D.			
<i>Action Step 11:</i> Host 5K Run to increase awareness of CASA.		Development Director, Executive Director, Volunteer Coordinator/Recruiter, E.D.			

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COUNTY INVOLVEMENT – Counties Actively Participate in CASA Activities

Goal 1: Increase involvement in surrounding counties					
Objective A: Develop relationships within other GC CASA counties					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Establish Advisory Board-member in Gonzales county.	ED, Board member(s) in those counties	ED, Board members	January 2017	Report from Advisory Board reviewed by ED	
<i>Action Step 2:</i> Establish a system of communication with the advisory boards.	ED, Board member(s) in those counties, online technology (e.g. Zoom, Skype, Google Meeting)	ED, Advisory Board	January 2017 - ongoing	Report from Advisory Board reviewed by ED	
<i>Action Step 3:</i> Implement activities aligned with the goals of GC CASA to be determined by the members of the Advisory Board.	Advisory Board's planned activities	Advisory Board	Once a year	Report from Advisory Board reviewed by ED	

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PROACTIVE GOVERNANCE – Develop an efficient, productive, and well-organized Board

Goal 1: <u>Develop a proactive Board of Directors (minimum of 9 members)</u>					
Objective A: Recruit and train board members from each of the eight counties.					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Recruit prospective Board members from a diverse pool that represents ethnicity across 8 counties.	Community and church organizations, personal networks, GC CASA website	Everyone at GC CASA	Ongoing	Board applications to be reviewed ED, Nominations Committee, and Board	
<i>Action Step 2:</i> Select new Board members committed to carrying out the responsibilities related to the goals and objectives of GC CASA.	Community and church organizations, personal networks, GC CASA website	ED, Board	Ongoing	Board applications to be reviewed ED, Nominations Committee, and Board	
<i>Action Step 3:</i> Provide “Board Training” to new Board members.	GCCASA Board notebook, GC CASA, Texas and National CASA websites	ED, Executive Committee	Within first quarter of joining the Board of Directors	Training log of each Board member to be reviewed by Board & ED	
<i>Action Step 4:</i> Provide CASA training for each Board member.	GCCASA training program	Volunteer Coordinator	Within first year of being on Board	Training log of each Board member to be reviewed by Board & ED	
<i>Action Step 5:</i> Promote actively the goals and mission of GC CASA.	Personal networks	Board	On-going	Increase to 130 CASA volunteers and increase in funding	

<i>Action Step 6:</i> Board members participate in fund raising events (preparation, day of, and after).	Event Checklist	Board	On-going	Events checklist to be reviewed by Board & ED	
<i>Action Step 7:</i> Board members are actively involved with at least one committee.	Sub-committees	Board	Yearly	Participation to be reviewed by Board President and ED	

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COMMUNICATION – Consistent, Open Communication to Facilitate Goals of GC CASA

Goal 1: Increase and maintain communication between GC Staff, Board, and Volunteers					
Objective A: ?					
Action	Resource(s)	By Whom	Completion Date	Evaluation Process	Continue/Stop /Revise
<i>Action Step 1:</i> Utilize multiple forms of communication to inform all parties of upcoming events, meetings, court hearings, and trainings.	Court dockets, Volunteer Coordinator, Board, GC CASA website, email, phone calls, social media	Volunteer, Coordinator, Web master	Monthly	Website updates, informed people, attendance and/or participation in meetings, hearings.	