

### Nevada CASA Association : Strategic Plan

Mission and Vision	Strategic Priorities	Organizational Goals	Performance Measures and Targets	Team Member Goals	Performance Measures and Targets	Team Member Action Items
<p><b>Mission Statement:</b> Together with local CASA programs, Nevada CASA supports volunteer advocacy for abused and neglected children so that every child can have a safe, permanent home. Tag: Safe, Permanent Homes for Children</p> <p><b>Vision Statement:</b> To have a CASA volunteer for every abused and neglected child in Nevada.</p> <p><b>Values:</b> These guiding principles incorporate positive intent, consistency and being proactive.  Putting children first Being honest and open Having respect for others Embracing diversity</p>	<p>1. Collaborative Network: Unify the power of the CASA community network so we can do the best for the children.</p>	<p>1.1. Support Local CASA programs to our fullest potential through offering a broad range of services, resources and training. (Bill Fowler) (7-31-2013)</p>	<p>M: % complete T: 100%</p>	<p>1.1.1. Assess/identify the needs of Local programs. (Bill Fowler) (7-31-2013)</p> <p>1.1.2. Provide Resource development to Local programs. (Bill Fowler) (7-31-2013)</p> <p>1.1.3. Provide Capacity Building to Local programs. (Bill Fowler) (7-31-2013)</p> <p>1.1.4. Provide technical support to Local programs. (Meg Davis) (7-31-2013)</p>	<p>M: % complete T: 100%</p> <p>M: # resources provided T: 8</p> <p>M: % increase in Program \$ T: 10%</p> <p>M: % inc. tech support T: 10%</p>	
	<p>2. Volunteer [“ Management and” removed by Bill Fowler -- 06122009] Support: Strengthen the recruitment and retention of diverse, well-trained, quality volunteers.</p>	<p>2.1. Increase the number and diversity of Nevada CASA volunteers. (Bill Fowler) (6-30-2010)</p>	<p>M: # of volunteers T: 65</p>	<p>2.1.1. Develop strategies for recruiting more volunteers of color and male volunteers. (Bill Fowler) (6-30-2010)</p>	<p>M: % complete T: 100%</p>	
		<p>2.2. Increase the retention of Nevada CASA Volunteers (Bill Fowler) (6-30-2013)</p>	<p>M: % inc in retention rate T: 15%</p>	<p>2.2.1. Create a formula for measuring retention. (Bill Fowler) (9-30-2009)</p> <p>2.2.2. Discuss retention with Leadership - add to conference call agenda (Bill Fowler) (9-30-2009)</p> <p>2.2.3. Measure and analyze Nevada volunteer retention. (Bill Fowler) (6-30-2010)</p> <p>2.2.4. Develop retention strategies based on results. (Bill Fowler) (6-30-2011)</p> <p>2.2.5. Actively engage with all volunteers so that they feel a sense of belonging to the network and stay involved. (Bill Fowler) (6-30-2013)</p>	<p>M: % complete T: 100%</p> <p>M: % complete T: 100%</p> <p>M: % complete T: 100%</p> <p>M: % complete T: 100%</p> <p>M: % inc in retention T: 15%</p>	
		<p>2.3. Empower experienced Nevada CASA volunteers to develop and lead training programs for all/new volunteers. (Meg Davis) (6-30-2013)</p>	<p>M: % complete T: 100%</p>	<p>2.3.1. Develop non-service education opportunities. (Meg Davis) (6-30-2011)</p>	<p>M: % complete T: 100%</p>	
		<p>2.4. Provide resources, training and consultation in order to enhance the quality and quantity of Nevada CASA volunteers. (Bill Fowler) (6-30-2013)</p>	<p>M: # of training resources T: 10</p>			
	<p>3. Children/Diversity Inclusion: Address disproportionality and disparity throughout the network so that All children will be treated fairly with equal access and opportunity to thrive.</p>	<p>3.1. Provide training programs and resources around diversity &amp; cultural competency. (Bill Fowler) (6-30-2013)</p>	<p>M: % complete T: 100%</p>	<p>3.1.1. Bring “Knowing Who You Are” training to Nevada. (Bill Fowler) (12-31-2009)</p>	<p>M: % complete T: 100%</p>	
		<p>3.2. Increase the diversity of the Nevada CASA network with focus on people of color and males. (Bill Fowler) (6-30-2010)</p>	<p>M: % inc. in diversity T: 5%</p>	<p>3.2.1. Recruit more male volunteers. (Ron Titus) (12-31-2009)</p> <p>3.2.2. Recruit more volunteers of color (Bill Fowler) (12-31-2010)</p>	<p>M: % increase in male volunteers T: 5%</p> <p>M: % increase volunteers of color T: 5%</p>	
		<p>3.3. Serve aging-out youth by focusing on collaborative advocacy and partnerships. (Bill Fowler) (6-30-2013)</p>	<p>M: % inc aging-out youth served T: 100%</p>			
	<p>4. Marketing Management: Increase State awareness so that everyone recognizes the CASA brand.</p>	<p>4.1. Articulate a consistent message of who we are and what we do. (Bill Fowler) (6-30-2010)</p>	<p>M: # of programs with consistent message T: 6</p>	<p>4.1.1. Develop a marketing strategy/to-do list. (Bill Fowler) (6-30-2009)</p> <p>4.1.2. Initiate a conference call with local program directors. (Bill Fowler) (7-31-2009)</p>	<p>M: % complete T: 10%</p> <p>M: % complete T: 100%</p>	

			4.1.3. Come up with a unified tag line for Nevada CASA. (Mike Pavlakis) (9-30-2009)	M: % complete T: 100%	
			4.1.4. Create a Nevada CASA "elevator pitch." (30 sec, 2 min, 5 min language) (Mike Pavlakis) (10-31-2009)	M: % complete T: 100%	
			4.1.5. Package Media-kit/marketing tools and deliver to Local Programs (Meg Davis) (11-30-2009)	M: % complete T: 100%	
			4.1.6. Get commitment from local programs to demonstrate execution of the message/tag line (Bill Fowler) (6-30-2013)	M: % local programs using message T: 100%	
			4.1.7. Create merchandise to display tag line (t-shirts, mugs, etc.) (Mike Pavlakis) (6-30-2013)	M: # merchandise T: 2	
		4.2. Coordinate with National CASA to launch a State network-wide CASA Media Day. (Meg Davis) (12-31-2011)		M: % complete T: 100	
5. Administration & Technology Management: Effectively employ our financial, operational and technological resources.	5.1. Internal Operations: Increase productivity by ensuring that we are set up in the most efficient and effective way possible. (Meg Davis) (6-30-2010)	M: % complete T: 100%	5.1.1. Increase awareness and utilization of TechSoup software opportunities. (Meg Davis) (6-30-2010)	M: # of programs using techsoup T: 6	
			5.1.2. Use the State teleconference network for CASA training opportunities. (Meg Davis) (12-31-2009)	M: % complete T: 100	
			5.1.3. Implement the Strategic Plan. (Meg Davis) (6-30-2013)	M: % complete T: 100	5.1.3.1. Conduct strategy meetings to address Goals and progress made. (Meg Davis)  5.1.3.2. Update the plan using the MSP on-line system and generate reports. (Meg Davis)
	5.2. 2.2. Communication: Increase communication between State and the CASA Network (National and Local) (Bill Fowler) (6-30-2013)	M: % of inc communication in network T: 100%	5.2.1. Establish regular-fixed conference calls with Local Program Directors (1/month). (Bill Fowler) (6-30-2013)	M: # conference calls T: 12	
			5.2.2. Create an Association Agreement – outlining expectations from State to Local Programs. (Bill Fowler) (3-31-2010)	M: % complete T: 100%	
			5.2.3. Create a Local Program Bill of Rights – what Local Programs can expect from the State. (Bill Fowler) (3-31-2010)	M: % complete T: 100%	
			5.2.4. Develop strong communication/regular conversations with National CASA. (Bill Fowler) (6-30-2013)	M: % complete T: 100%	
			5.2.5. Create a Local Programs page on the State Website. (Ron Titus) (6-30-2011)	M: % complete T: 100%	
	5.3. Technology: Improve and utilize technology to its fullest in order to increase efficiency and productivity throughout the network. (Meg Davis) (6-30-2013)	M: % complete T: 100%	5.3.1. Provide a pro-bono technology consultant to assess and advise on internal technological efficiency. (Mike Pavlakis) (12-31-2011)	M: % complete T: 100%	
			5.3.2. Provide technology training to Local CASA programs. (Mike Pavlakis) (12-31-2011)	M: # training programs T: 2	
	5.4. Financial/Cost Efficiency: Explore and apply cost savings for the entire network. (Meg Davis) (6-30-2013)	M: \$ savings in budget T: \$8,000			

6. Donors/Sustainable Growth: Raise more funds to support our strategic priorities.	6.1. Increase and diversify our funding base. (Board and defined by Board Source under People) (Bill Fowler) (12-31-2009)	M: \$ in funding T: \$25,000	6.1.1. Research additional funding sources (Bill Fowler) (12-31-2010)	M: # of funding sources T: 3	
			6.1.2. Apply for three new funding grants. (Bill Fowler) (6-30-2010)	M: # proposals T: 3	
			6.1.3. Apply for court improvement funds (CIP). (Bill Fowler) (8-1-2009)	M: % complete T: 100	6.1.3.1. CIP grant for Training (Bill Fowler)
					6.1.3.2. CIP grant for State Staff (Bill Fowler)
			6.1.4. Hold two additional fundraising events. (Ron Titus) (6-30-2010)	M: # events T: 2	
6.1.5. Recognize local donors on website & elsewhere. (Meg Davis) (12-31-2011)	M: % complete T: 100				
7. Relationships: Increase and strengthen relationships throughout the State.	7.1. Stakeholders: Track and develop stakeholder relationships. (Board) (Ron Titus) (6-30-2013)	M: # stakeholder relationships T: 12			
	7.2. Agencies: Track and develop agency relationships. (Board) (Ron Titus) (6-30-2013)	M: # agency relationships T: 6			
	7.3. Partnerships: Track and develop partnership relationships. (Board) (Ron Titus) (6-30-2013)	M: # partnerships T: 4			
	7.4. Community: Track and develop individual relationships. (Board) (Pat Thacker) (6-30-2013)	M: # individual relationships T: 50			
8. Culture/Values: Strengthen the network through fostering program relationships in line with our values.	8.1. Offer support and resources to Local programs that help them recognize the caring and competence of CASA volunteers. (Bill Fowler) (6-30-2013)		8.1.1. Action Items - TBD (Bill Fowler)		
9. Board Development: Build and maintain a proactive, high functioning and successful Board.	9.1. Increase the number of Board Members; Have 10-12 diverse Board Members who are mission-driven community members. (Bill Fowler) (12-31-2010)	M: # Board Members T: 10	9.1.1. Recruit inclusive Board Members. (Bill Fowler) (12-31-2010)	M: % diversity	
			9.1.2. Develop clear expectations for the Board Chair. (Bill Fowler) (12-31-2010)	M: % complete T: 100	
	9.2. Adopt Best Practice of Nonprofit Boards as outlined by Board-Source (or similar Advisory organization). (Bill Fowler) (12-31-2009)	M: % complete T: 100%	9.2.1. Hold a meeting to present strategic plan and Best Practice. (Bill Fowler) (6-12-2009)	M: % complete T: 100%	
			9.2.2. Board Training 101. (Bill Fowler) (12-31-2009)	M: % complete T: 100%	
			9.2.3. Track and follow-through adaptation of Best Practices (Bill Fowler) (6-30-2013)	M: % complete T: 100%	
9.3. Complete NCASSA Self-Assessment and its required support documents to comply with national standards. (Board) (Bill Fowler) (12-31-2009)	M: % complete T: 100				