

CASA STRATEGIC PLAN FY 2015-16

Action Plan	Committee and/or Individual Responsible	Timeline	Impact on Budget
Executive Committee			
Goal: Oversee the succession and sustainability of the Board of Directors			
Review Roles of Committees and determine if appropriately chaired and staffed; review to determine if strategic plan for committees is necessary.	Executive Committee & Nominating Committee	Quarterly Review current committees and functionality of committees; determine whether sub-strategic plan is necessary for committees	N/A
Diversity Plan – review progress towards goals & objectives (see attached addendum)	Executive Committee & Colleen McGauley	Semi-Annual review of demographics with Executive Committee and Board of Directors	N/A
Finance Committee			
Goal: Review and revise (where applicable) all written financial policies			
Treasurer to review and update policies and develop new policies as applicable	Treasurer and Finance Committee	Annually review policies	N/A

Action Plan	Committee and/or Individual Responsible	Timeline	Impact on Budget
Fund Development Committee			
Goal: Improve CASA's current fundraising efforts and develop new funding sources.			
<ul style="list-style-type: none"> • Establish stand-alone Fund Development Committee • Review CASA fundraising plan • Identify potential new, mid and long term donors <ul style="list-style-type: none"> ○ Activate Board members and use the Potential Donor Process ○ Develop event strategies • Set budgets and timelines for fundraising committees 	<ul style="list-style-type: none"> • Board of Directors • Fund Development Committee • Fund Development Committee • Fund Development Committee 	<ul style="list-style-type: none"> • Completed Q3 of 2015 • Completed Q1 of 2016 • Started Q1 of 2016 with quarterly reporting <ul style="list-style-type: none"> ○ Ongoing ○ Ongoing • Started Q2 of 2016 	<ul style="list-style-type: none"> • N/A • N/A • Significant • N/A

Action Plan	Committee and/or Individual Responsible	Timeline	Impact on Budget
Nominating Committee			
Goal: Increase knowledge of new board members			
Review Mentoring Program Nominating Committee; Provide profile survey define goals for prospective new Board members	Nominating Committee/Executive Committee	2 nd Quarter fiscal year 2015/6. Nominating committee has developed detailed spread sheets for potential members, monitor applications, check references and a more focused plan for mentoring new board members and providing education to existing board members is in process. Review new policies semi-annually to evaluate progress of new systems.	N/A

Action Plan	Committee and/or Individual Responsible	Timeline	Impact on Budget
Operations			
Goal: Prepare For Judicial Counsel on-site visit and sustainability for CASA			
Review CRC 5.655 with Board staff and Volunteers	Colleen McGauley & Staff & Board	April 2016 Colleen to implement any corrective action plans	N/A
Develop Succession Plan for Employees	Colleen McGauley & Staff & Board	Ongoing	N/A
Hire a Grant Writer	Colleen McGauley	April/May 2016	N/A – Included in Budget
Board of Directors			
Board leadership training and improve skill sets of Board Members	Executive Committee and Nominating Committee	3rd/4th Quarter become bi-monthly board trainings at board meetings to train new and all board members.	N/A

Diversity Plan

In February 2014 CASA of Kern County updated the diversity plan to ensure volunteers, staff, and Board pools represent a diverse population in Kern County with respect to age, gender, race, ethnicity, sexual orientation, people with disabilities, cultural, geographical, and socioeconomic status. In our multicultural society we strive to be an inclusive organization valuing and celebrating the diversity of talents, viewpoints and life experiences of each individual. To achieve this goal we will strive to increase the involvement of currently underrepresented communities into the CASA experience through the makeup of our volunteers, staff and advisory board.

The goal of the program is to train and retain culturally competent volunteers, board and staff. CASA of Kern County will strive to maintain a volunteer base that reflects the makeup of the children we serve. In order for CASA volunteers to represent the best interests of these children, they must be sensitive to the child's and his/her family's heritage, ethnicity, national origin, religion and family structure.

Community Needs Assessment	Activities	Timeframe	Results	Title of Person(s) Responsible
1. Review demographic statistics from DHS, Census data, & the Court	Collect data	6/1/14 Yearly	Updated March 2015	Executive Director & Board Contact
2. Report on demographic findings to Board	Bring in local expert to do board training (ex DHS, Human Resource)	7/2014	Updated demographics reviewed 3rd Quarter 2015/6	Exec Director & Board Contact
	Continue Strategic Plan to address diversity goals		Monthly updates to exec Committee	Vice President
3. Board/Staff edits Hiring Protocols to reflect Diversity		Ongoing	Ongoing	Exec Director w Executive Committee
4. Board will create objectives and Action Plan to address diversity needs/goals for the Board	Board Action Plan	Ongoing	Nominating Committee assigned and incorporating diversity filters to profile needs.	Exec Director, Board, COC, PM Monitoring by Nominating Committee

Community Needs Assessment	Activities	Timeframe	Results	Title of Person(s) Responsible
5. Board/Staff creates plan for Volunteer Recruitment & Capacity Growth	<p>Volunteer Action Plan</p> <p>Increase CASA’s exposure in diverse media, i.e. Black Chamber, Hispanic Radio Stations, etc</p> <p>Seek Funding for growth plan</p> <p>Increase media outreaches & track activity through website</p> <p>Analyze data to increase successful strategies and eliminate resource draining activities</p>	April 2016 The Volunteer Recruitment Team is providing Community Orientations, speaking at service groups, and attending community fairs. Bulletin Board in office posts accomplishments. been	<p>Budget: successfully funded by In-N-Out Burger Foundation, \$10,000.</p> <p>Semloh Foundation funded 50% COC salary</p> <p>Wells Fargo funded Diversity Outreach</p>	COC through Exec Director Slight increases in expenses (media & print subscriptions)
6. Reexamine demographics of volunteers & children	<ul style="list-style-type: none"> • Report out on progress to date • Adjust practices accordingly 	1 st Qtr 2015-16	Ongoing semi-annually	COC, ED, Nominating Chair

Staff Mission Driven Goals for Fiscal Year 15-16

- **Increase** Number of Children served by 11% to 300 children FY 14-15: 271
- **Increase** Number of CASAs serving on a case by 14% to 175 FY 14-15: 154
- **Increase** Number of CASAs screened and trained by 15% to 54 FY 14-15: 47 trained
- **Effect** a smooth transition to a new location