

# *PIEDMONT CASA DIVERSITY PLAN*

## CULTURAL COMPETENCE

“The first task in developing cross-cultural skills is to acknowledge cultural difference and to become aware of how these differences manifest. While all people share common basic needs, ranging from food and shelter to affection and respect, there are vast differences in how people of various cultures go about prioritizing and meeting these needs. These differences are as important as the similarities.

Acceptance of the fact that each culture finds some behaviors, interactions, or values more important or desirable than others can help people relate more successfully with members of different cultures. Awareness and acceptance of differences in communication, world view, and definitions of health and family are critical to effective interactions between people from different cultural backgrounds. Culturally competent individuals are able to see the world from multiple perspectives.”

-- A World of Difference – A Manual for Achieving Greater Inclusion  
National CASA Association (2004)

“Not one of us knows how to walk when we get here. Not one of us knows how to open a window, unlock a door. Not one of us can master a staircase. None of us come here knowing enough not to play with fire. We must be taught all that. We have to learn all that. The irreducible price of learning is realizing that you do not know.

-- James Baldwin

## DIVERSITY ASSESSMENT

BENCHMARK STATISTICS: As of June 30, 2004

Ethnicity	CASA Board (N = 15)	CASA Staff (N = 6)	CASA Volunteers (N = 103)	CASA Children (N = 212)	Charlottesville- Albemarle Community
Black	13%	0%	9%	41%	14%
White	87%	83%	88%	48%	79%
Asian	0%	0%	2%	0%	4%
Hispanic/Latino	0%	0%	1%	3%	3%
Other	0%	17%	0%	8%	<1%

Gender	CASA Board (N = 15)	CASA Staff (N = 6)	CASA Volunteers (N = 103)	CASA Children (N = 212)	Charlottesville- Albemarle Community
Male	33%	17%	18%	53%	48%
Female	67%	83%	82%	47%	52%

Education	CASA Board (N = 15)	CASA Staff (N = 6)	CASA Volunteers (N = 103)	CASA Children (N = 212)	Charlottesville- Albemarle Community
No Diploma or GED	0			N/A	14%
HS Diploma/GED	0		2%	N/A	19%
Some College	0		18%	N/A	21%
Bachelor's Degree	33%	33%	40%	N/A	23%
Graduate/Professional	67%	67%	40%	N/A	23%

Age	CASA Board (N = 15)	CASA Staff (N = 6)	CASA Volunteers (N = 103)	CASA Children (N = 212)	Charlottesville- Albemarle Community
21-29	0		15%	N/A	35% (20-24 yrs)
30-49	20%	68%	33%	N/A	38% (35-54 yrs)
50 +	80%	16%	52%	N/A	27% (55+ yrs)
No Response		16%			

## PIEDMONT CASA'S DIVERSITY STATEMENT

As the organization that advocates for any child referred by the Juvenile Courts in Charlottesville and Albemarle County, Virginia, Piedmont CASA is committed to understanding and honoring the diversity of the families from which they come. Here, while racial and ethnic differences may be most evident, we also recognize diversity in socioeconomic status, cultural background, gender, religion, sexual orientation, physical and mental ability, and viewpoints. It is by valuing the differences and varied strengths among us that we can best serve the children and, ultimately, the larger community. We intend not merely to state this commitment in writing, but to make it readily apparent in Piedmont CASA's hiring practices, volunteer recruitment and training, appointments to the governing board, public outreach, and in each person's everyday actions on behalf of abused and neglected children. Piedmont CASA fully endorses the principles and goals outlined in the National CASA diversity policy.

### GOALS

Piedmont CASA's diversity, at all levels of the organization, will more accurately reflect the diversity of the Charlottesville/Albemarle region, primarily in terms of race, ethnicity and gender. Additionally, Piedmont CASA's vision of diversity includes difference in the areas of religion, age, sexual orientation, ability and socioeconomic class, and the organization will also strive to attract, include and retain members of these groups.

### MEASUREABLE INTERIM OUTCOMES

#### Recruitment:

- The number of Piedmont CASA volunteers from underrepresented groups will be 25% people of color and 30% will be male by the end of FY 07.
- The number of Piedmont CASA board members from underrepresented groups will be 25% people of color and 30% will be male by the end of FY 07.
- As positions become available, Piedmont CASA will prioritize hiring qualified persons from underrepresented groups so that 30% of the staff is comprised of people of color and 30% is male.

#### Cultural Competency & Diversity Training:

- Pre-service training for CASA volunteers uses National CASA Volunteer Training Curriculum, the National CASA diversity manual, and a variety of other resources.
- Twice yearly diversity training for board, staff and volunteers will be conducted using a variety of resources

# Piedmont CASA Volunteer Diversity Work Plan

7/1/2004 To 6/30/2007

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**MEASURABLE INTERIM OUTCOMES FOR CASA** The number of CASA volunteers from underrepresented groups will be 25% people of color and 30% male by the end of FY 07.

<p><b>STRATEGIES</b> <i>What the service/initiative does.</i></p>	<p><b>RESPONSIBLE PERSON</b></p>	<p><b>OUTPUT or INTERIM STEPS</b> <i>What program produces.</i> <i>Service frequency, participant numbers, begin/end dates.</i></p>	<p><b>INTERIM OUTCOMES FOR CASA OR COMMUNITY</b> <i>Qualitative results from activity. What difference will the service make?</i></p>	<p><b>EVALUATION *</b> <i>Qualitative &amp; Quantitative Outcome Measures</i></p>
<ul style="list-style-type: none"> <li>▪ Include language and images of diversity in written and electronic recruiting, application and public relations materials.</li> <li>▪ Conduct outreach presentations for underrepresented groups at religious institutions, clubs, organizations, faculty groups; seek support of churches and other under-represented groups regarding recruitment of members.</li> <li>▪ Enlist religious organizations, businesses and media associated with under-represented groups to publicize CASA.</li> </ul>	<p>Dev. Dir., ED, Board PR/Outreach Committee</p> <p>Mary, Louise, Al Case Managers, ED, CASA Volunteers, Board PR/Outreach Committee</p> <p>Janet, Dev. Dir., Board PR/Outreach Committee, Case Managers</p>	<ul style="list-style-type: none"> <li>▪ Photographs and language in brochures, posters, website, newsletters</li> <li>▪ Articles in CASA newsletters focusing on diversity issues</li> <li>▪ Identify underrepresented groups</li> <li>▪ Enlist underrepresented volunteers and board to arrange presentations</li> <li>▪ Establish speakers bureau</li> <li>▪ Make personal contacts to set up presentation</li> <li>▪ Identify businesses; distribute posters and brochures</li> <li>▪ Identify media and contacts</li> <li>▪ Articles, PSAs and advertising implemented</li> <li>▪ Members of underrepresented groups apply to be CASA volunteers</li> </ul>	<p style="text-align: center;">↑</p> <p>More knowledgeable community; community members identify with Piedmont CASA as an agency with which they feel a strong, personal attachment. Piedmont CASA is seen as an agency that provides a direct benefit to potential volunteer or someone they know.</p> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>▪ Language and images of diversity included in all materials</li> <li>▪ 2 presentations per quarter to underrepresented groups</li> <li>▪ Speakers bureau operates</li> <li>▪ Accurate contact list developed</li> <li>▪ Posters distributed to 15 businesses owned by, operated by or targeting underrepresented groups</li> <li>▪ Articles/advertisements in publications targeting underrepresented groups every six months.</li> </ul>

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<ul style="list-style-type: none"> <li>▪ Use facility of underrepresented group for CASA training class.</li> <li>▪ Seek underrepresented group business, club, social organization "sponsorship" of volunteer training; develop a corporate "Adopt CASA for a Year" proposal.</li> <li>▪ Participate in community events and fairs to distribute materials and recruit volunteers.</li> </ul>	<p>Mary, Louise, Janet, Case Managers</p> <p>Dev. Dir., ED, Board PR/Outreach Committee</p> <p>Board PR/Outreach Committee, CASA Volunteers</p>	<ul style="list-style-type: none"> <li>▪ Identify church or social facility and contact</li> <li>▪ Conduct 32-hour class at facility</li> <li>▪ Seek financial support</li> <li>▪ Provide meals/snacks for trainees</li> <li>▪ Distribute recruiting materials</li> <li>▪ Where competitive, purchase goods and services from businesses owned by targeted under-represented groups</li> <li>▪ Identify events and create calendar</li> <li>▪ Enlist CASA volunteers</li> <li>▪ Use culturally appropriate materials</li> </ul>	<p style="text-align: center;">↑</p> <p>Community members identify with Piedmont CASA as an agency with which they feel a strong, personal attachment. Piedmont CASA is seen as an agency that provides a direct benefit to potential volunteer or someone they know.</p> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>▪ At least 1 32-hour training class held at underrepresented group-associated facility each year</li> <li>▪ One underrepresented group business/organization supports CASA each year</li> <li>▪ Participate in 3 community events/fairs each year</li> </ul>

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<ul style="list-style-type: none"> <li>▪ Expand cultural/diversity training for volunteers, board and staff.</li> <li>▪ Seek advice for recruiting and retention of underrepresented groups.</li> <li>▪ Ask all CASA volunteers to recruit at least one new CASA trainee.</li> </ul>	<p>Board, ED, Case Managers</p> <p>Diversity Workgroup, Board Volunteer Support Committee, Case Managers</p> <p>Case Managers CASA Volunteers</p>	<ul style="list-style-type: none"> <li>▪ Re-evaluate use of National CASA materials and modify as needed</li> <li>▪ Expand in-service opportunities</li> <li>▪ Conduct focus group with CASA volunteers, board, staff and community members</li> <li>▪ Volunteers actively participate in personal recruiting</li> <li>▪ Fun "prizes" for best recruiter</li> </ul>	<p style="text-align: center;">↑</p> <p>Community members identify with Piedmont CASA as an agency with which they feel a strong, personal attachment. Piedmont CASA is seen as an agency that provides a direct benefit to potential volunteer or someone they know.</p> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>▪ Expand cultural diversity in CASA training</li> <li>▪ Provide at least 2 diversity oriented in-service opportunities for CASA volunteers each year</li> <li>▪ Session completed with 5 concrete actions identified</li> <li>▪ 3 new trainees for each class recruited by CASA volunteers</li> </ul>

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<ul style="list-style-type: none"> <li>▪ Support volunteers from all backgrounds.</li>   <li>▪ Evaluate feasibility of relocating to handicap accessible building within walking distance of J&amp;DR Court.</li> </ul>	<p>Board, ED, Case Managers</p> <p>Board Finance Committee</p>	<ul style="list-style-type: none"> <li>▪ Offer to reimburse expenses for transportation, phone calls, conferences, etc. as needed and requested</li> <li>▪ Emphasize value of life-experience, not only education</li> <li>▪ Provide strong staff support for report writing and record keeping</li> <li>▪ Ensure materials are user-friendly</li> <li>▪ Provide positive feedback and encouragement</li> </ul> <p>Alternative properties examined</p> <ul style="list-style-type: none"> <li>▪ Cost and suitability evaluated</li> <li>▪ Recommendation to board developed</li> </ul>	<p style="text-align: center;">↑</p> <p>Community members identify with Piedmont CASA as an agency with which they feel a strong, personal attachment. Piedmont CASA is seen as an agency that provides a direct benefit to potential volunteer or someone they know.</p> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>▪ 75% retention rate after first year and 50% at end of second year</li>   <li>▪ Board decision to relocate or remain in current facility</li> </ul>

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<b>STRATEGIES</b> <i>What the service/initiative does.</i>	<b>STAFF RESPONSIBLE</b>	<b>OUTPUT or INTERIM STEPS</b> <i>What program produces.</i> <i>Service frequency, participant numbers, begin/end dates.</i>	<b>INTERIM OUTCOMES FOR CASA OR COMMUNITY</b> <i>Qualitative results from activity. What difference will the service make?</i>	<b>EVALUATION *</b> <i>Qualitative &amp; Quantitative Outcome Measures</i>
<ul style="list-style-type: none"> <li>▪ Include Equal Opportunity Statement on all advertisements/announcements for all positions.</li> <li>▪ Solicit suggestions from CASA volunteers, board and staff for potential candidates from underrepresented communities.</li> <li>▪ Post employment opportunity in placement offices at the four historically black colleges and universities in Virginia.</li> <li>▪ Announce job openings to underrepresented groups via clubs, organizations, churches, professional groups and social network using contact list developed for CASA recruiting.</li> <li>▪ Place advertisements in media associated with underrepresented groups.</li> </ul>	<p>Board, ED, PR Committee</p> <p>Board, ED</p> <p>Board, ED</p> <p>Board, ED, PR Committee</p> <p>Board, ED, PR Committee</p>	<ul style="list-style-type: none"> <li>▪ Statement included</li> <li>▪ Job announcement and job description circulated</li> <li>▪ Contact list developed</li> <li>▪ Contact list developed</li> <li>▪ Media list developed</li> <li>▪ Budget for expanded advertising</li> </ul>	<p style="text-align: center;">↑</p> <p>Potential employees identify with Piedmont CASA as an agency with which they feel a strong, personal attachment. Piedmont CASA is seen as an agency that values diversity of provides a direct benefit to potential volunteer or someone they know.</p> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>▪ Policy included in all recruitment materials</li> <li>▪ At least 5 potential candidates identified and contacted</li> <li>▪ Employment opportunities posted</li> <li>▪ Employment opportunities circulated</li> <li>▪ Advertisements placed; images of diversity used</li> </ul>

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<ul style="list-style-type: none"> <li>▪ Solicit suggestions from CASA volunteers, board and staff for potential board candidates with needed skill sets from underrepresented communities.</li> <li>▪ Designate 1 staff member and 1 board member to monitor the process of increasing diversity of CASA volunteers, board and staff.</li> <li>▪ Incorporate diversity education, discussion and evaluation in annual meeting, board education agenda and board strategic planning.</li> </ul>	<p>Board Development Committee</p> <p>ED, Board Chair</p> <p>ED, Board Chair, Board Development Committee</p>	<ul style="list-style-type: none"> <li>▪ New, board recruits are identified</li> <li>▪ Board member and staff member oversees CASA volunteer diversity plan</li> <li>▪ Reports progress to executive director and board</li> <li>▪ Diversity trainings and discussion planned and implemented</li> </ul>	<p style="text-align: center;">↑</p> <p>Potential board members identify with Piedmont CASA as an agency with which they feel a strong, personal attachment. Piedmont CASA is seen as an agency that values diversity of provides a direct benefit to potential volunteer or someone they know.</p> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>▪ 50% of new board recruits are members of underrepresented groups</li> <li>▪ Designees report to board every 6 months regarding engagement of members of underrepresented groups as CASA volunteers</li> <li>▪ Minimum twice yearly educational sessions</li> </ul>

