

HALL-DAWSON CASA PROGRAM

Annual Strategic Plan

Goals and Objectives - Exhibit B

FY 2012 - 2013

I. RECRUITMENT AND TRAINING: Goal is to assure adequate numbers of volunteers are recruited and trained to provide effective advocacy and assure organization's achievement of mission.

A. CASA will implement and maintain an ongoing recruitment plan with special focus on minorities comparable to population and need. (On-going)

1. Projected number of CASA volunteers to be recruited, screened, and trained during program year is 30. Projected number of children to be served during the year is 425.
2. Develop plan to recruit minority individuals to serve on the board or serve as volunteers.
 - a. Identify minority groups and individuals (on-going) Send recruitment flyers.
 - b. Target minority churches, civic groups and organizations. (On-going)
 - c. Recruitment of board members to begin November with a Board informational meeting scheduled in January.
3. Begin recruitment media campaign in July and January for Hall and Dawson Counties with training scheduled February and September.
 - Mail recruitment letters, posters, or flyers to churches, civic groups, organizations and individuals.
 - Post recruitment flyers in county libraries, courts, and businesses.
 - Prepare recruitment packets that include information sheet, support letter, job description, training schedule and an application.
 - Mail recruitment packets to potential volunteers.
 - Contact and mail training schedules to individuals on file.
 - Hold informational meeting September and January.
 - Provide press releases on the recruitment need and information meeting to: The Times, The Eagle, The Dawson County Advertiser and others.
 - Provide public service announcements to radio stations: WDUN, WGGA, Fox 97, Y106.7, 91.5; 1030 am, 107.4
4. Set the Swearing in ceremonies for April and October
5. Host Stakeholders and cross training with other child and youth organizations.
6. Participate in training workshops related to children and youth.
7. Utilize board members and volunteers to participate in recruitment.
8. Utilize board, volunteers, judges, DFACS, law enforcement, attorneys, child abuse agencies, to participate in training.
9. Maintain on-going list of potential volunteer's addresses and phone numbers. Mail information packets (on-going)
10. Conduct 32 hours of pre-service training and 8 hours of court observation for each

training session in accordance with the Georgia CASA standards.

11. Provide In-Service Training based on needs (12 hours) (include DFACS and Citizens Panel Reviews) Suggested Topics from the program evaluation of volunteers and the judges include:

- Training on child and parent profiles; what to look for and how to work with these different types.
- Offer reading material and present case studies
- More training on special education/disabilities/emotional trauma
- More training in growth and development, particularly adolescence, and more training in abnormal psychology as well as drugs
- More insight and guidance programs for the older kids we serve – teens are the ones that need us the most and we need to have more programs at the office where they can visit and have resources like career planning, GED services, Job Corp or job placement services for kids that will be entering adulthood in a few years
- More information about the different agencies available to train, counsel and assist the parents – improved interface with the workers in these agencies
- More about what DFCS can offer when mental health services and counseling are needed for the child – what can be expected in terms of one-on-one counseling, how often and how long, and what documentation is necessary.

II. VOLUNTEER SUPERVISION: To ensure that appropriate supervision is provided to volunteers that are within the guidelines of Georgia CASA Standards.

A. To provide and maintain consistent contact with CASAs by providing on-going case supervision through telephone, face to face, group and newsletters.

1. Supervisors attend all hearings with CASA Volunteers.
2. CASA Supervisors will attend and report at hearings when CASAs are unable to attend.
3. Discuss plan of strategy on all cases when assigned to CASAs.
4. Provide telephone and face-to-face supervision throughout all stages of case.
5. Review or discuss and provide feedback to CASAs on court reports before all hearings.
6. Supervise post-dispositional cases through contact or staffing with the volunteers (no less than on a monthly basis)
7. All case data shall be recorded in Comet software by each Supervisor.

B. Provide Volunteers, Board Members with monthly updates as needed and quarterly newsletters that include: CASA Update, Calendar of Events, Court Hearings, Statistics, Stories, Recognition, Special Thanks, Reminders, Procedures, Old and new business, etc.

C. Coordinate volunteer supervision to focus on: Permanency Goals, Justifications and Action Plan.

- D. Provide monthly Peer-Group meetings in Hall and Dawson Counties.
 - 1. Provide training, speakers, resources, services available and handouts at the meetings.
 - 2. Collect monitor forms at peer group.
 - 3. Provide forms
 - 4. Provide notice of meetings through newsletters, e-mails and phone calls.
- E. Supervisors will provide forms, CASA reports, court orders, etc. to the volunteers after the case has been assigned.
- F. Conduct an annual Volunteer evaluation by using standardized evaluation forms to review performance and effectiveness of volunteers in June.

III. VOLUNTEER RECOGNITION: To provide meaningful volunteer recognition by holding one recognition activity and one social event per year. The volunteer committee will assist in the recognition ceremonies.

- A. Identify ways to provide personalized recognition and praise to CASAs on an individual basis through newsletters, cards, or letters from director, judge, state office, at peer meetings and recognition events. (on-going)
- B. Hold a Recognition Event in the spring of 2012. Present certifications of appreciation to all CASAs
- C. Recognize board members at the Swearing in ceremony and recognition events.
- D. Nominate CASA volunteers for local, state and national recognition awards.

IV. COMMUNITY EDUCATION AND PUBLIC RELATIONS:

Expand community education opportunities and public relations to bring the needs of abused and neglected children to the public's attention and to increase visibility of the CASA Program. The Public Relations Committee will assist in this process.

- A. Identify and contact service and civic organizations within the community and make presentations. Maintain record and follow up for the purpose of funding and number of contacts made.
- B. Maintain Speakers Bureau consisting of CASA's and Board members to assist with presentations.
- C. Develop a recruitment committee under the Marketing Committee to assist in the recruitment campaign. 1/12
 - 1. Provide speakers bureau with training and information.
 - 2. Take speakers to speaking engagements to observe and speak.
 - 3. Participate in the United Ways Campaign by presenting on behalf of CASA
- D. Maintain consistent media coverage. (On-going)
 - 1. Provide press releases or information based on current events of the CASA Program and/or abuse and neglected children.
 - 2. Continue to identify newspapers and develop contacts.

3. Utilize radio public service announcements, talk shows, news releases and T.V. to expand community education, P.R. and recruitment.
 4. Use non-traditional media in the community such as churches and business newsletters.
 5. Collect success stories to by use for P.R. and funding purposes.
 6. Send several PSAs two months prior to training to all newspapers and radios stations.
 7. Sent Retirement community's volunteer opportunities annually.
- E. Maintain an updated mailing list of individuals and organizations in order to send newsletters, recruitment info.
- F. Continue networking with key agencies in the community through committee attendance and participation.
- G. Continue professional development by attending workshops, seminars and conferences in relation to children and youth issues.
- H. Continue to educate policy makers on the needs of abused and neglected children and on services the CASA Program provides.
- I. Increase the mailing list for the quarterly Newsletter to distribute to funders, contributors, supporters, and others as needed.
- J. Develop an E-Newsletter and collect addresses to distribute monthly

Community Collaboration

Continue our memberships and collaborations with the Child Abuse Protocol Committee in Hall and Dawson County, Family Connection, Human Relations, the Domestic Violence Task Force, the Child Fatality Review Committee in Hall and Dawson County, Human Services Council, National CASA Association, Georgia CASA, and the United Way Directors Coalition . The Director serves on the board of Georgia CASA, the Healthy Hall County Needs Assessment Committee, and has served on the statewide DFCS and CASA Protocol Committee.

CASA will host the quarterly Stakeholders meeting with the Judges, Department of Family and Children Services, Citizens Panel members, Attorneys, CASAs, Law Enforcement and other agencies related to child deprivation cases.

V. PROGRAM COORDINATION: Maintain effective coordination between CASA, the court and key agencies.

- A. Maintain consistent contact with key agencies. (On-going)
1. Maintain contact with DFACS as needed for problem resolution, feedback and input. Participate in presentations during foster parent training.
 2. Maintain contact with Judge as needed for problem resolution, feedback and input.
 3. Liaison with D.A.'s office and law enforcement regarding child abuse protocol.
 4. Liaison with city and county school administration regarding contents of services and procedures. Send a letter explaining roles and responsibilities of the CASA volunteers at the beginning of the school year.
 5. Liaison with law enforcement to determine their understanding of the CASA's role and allow them to help in training and in-service.
 6. Maintain consistent contact with court liaison to ensure effective coordination of hearings, rescheduling and other court matters are communicated.
 7. Maintain contact with all human service agencies by networking through CYCC,

Human Service Council, Protocol Committee, United Way Directors, DHR staffing, Healthy Hall Committee, Domestic Violence Task Force, State and local CASA Boards

B. Liaison with the legal committee members as needed for the purpose of legal advice and consultation.

1. Utilize legal committee for training purposes
2. Develop a broader base of attorneys to serve on the committee
3. Provide training for members and for pro bono attorneys

VI. RESOURCE DEVELOPMENT: Ensure the Resource Development Committee has a fundraising plan to assure adequate resources for the organization.

A. Develop plan with committee to identify potential financial support to include individuals, corporations, churches, commissioners, civic groups, grants and foundations. (On-going)

1. Research and maintain data on contacts.
2. Identify businesses, corporations, and churches to present funding proposals.
3. Research foundations and grants to present funding proposals.

B. Develop relationship with businesses for donations and sponsor ships for fundraising or special events.

1. Maintain file of these contacts and place on Quarterly Newsletter mailing list.
2. Utilize businesses to underwrite recognition and fundraising events and in-kind donations.
3. Annual fundraising plans to be developed and organized by the committee, beginning January of each year and scheduled for Spring and Fall of that year. The following are events/fundraisers hosted by CASA:
 - Casablanca
 - WWW
 - Trojan Trot (to be determined)

The following events hosted by others:

- June Jam

C. Gain support/volunteers from churches in Hall and Dawson County.

1. Maintain a mailing list of local churches.
2. Mail churches yearly newsletters, recruitment letters, and the annual appeal with the purpose of community awareness, funding and recruitment.

E. Identify dates for allocations of funding by churches, civic groups, corporation and present proposals prior to budget meetings.

1. Record all responses.
2. Schedule presentations.
3. Send thank you letters.

F. Submit grant proposals:

1. Hall County Government - March
2. National CASA, March 2012
4. Gannett Foundation, March of 2012
5. JEMC and Swanee, July
6. Cargil Corporation, April 2012
7. Roy C. Moore, March
8. First United Methodist,
9. Gainesville Junior Service League
- 10 Phoenix Society, January
11. VOCA, July
13. Hall County United Way due March 2012
14. Gainesville City Government 5/12
15. Safe and Stable Family Grant 7/20/12
16. Dawson County Government 6/2012
17. Georgia CASA (quarterly)
18. Dawson United Way due 3/12
19. Victims Witness request from Hall and Dawson June 2012

G. (WWW) Women Working Wonders annual request July 2012.

- Maintain WWW and North Ga. Community Foundation to fund “Special Needs” for unmet needs of CASA children and their families; training of new child advocates; volunteer recognition, In-service trainings, materials and food for trainings. \$16,060

VII. ADMINISTRATION: The administration of the program will be carried out in an ethical, effective manner in consideration of the standards and guidelines of the program supporters.

A. Maintain record keeping system to record program data.

1. Maintain monthly case reports to include statistical information on each child.
2. Maintain quarterly data on number of individuals reached through community education, continuing education, and meetings.
3. Maintain daily calendar of activities, meetings, hearing, workshops, and events.
4. Record monthly mileage logs.
5. Maintain master file that contains case information sheets and the CASA assigned.
6. Maintain personal files on each CASA to include application, references, fingerprinting, and criminal history check
7. Maintain case file for each CASA to file reports.

B. Prepare data for affiliated organizations and grantees:

1. Provide Georgia CASA with quarterly reports, Job description, Goals and Objectives, budget, program evaluation, audit and other information as required.
2. Provide DHR/PSSF with required monthly and quarterly report.
3. Provide United Way with required reports to include an annual audit.
4. Provide CJCC/VOCA with Quarterly and annual reports
5. Prepare city and county government with quarterly reports and request for funding
6. Provide CJCC with Quarterly reports for the Recovery Act Grant through Sept.

C. Maintain Financial Oversight to comply with the policy of Internal Financial Controls that include but are not limited to:

1. Record all checks written and deposits made onto the “Quick Books” in computer.
2. Maintain record of all expenses to be filed by the month.
3. Payroll, invoices, etc.
4. Prepare files for taxes and audit.
5. Have monthly financial statements prepared by the treasurer of the board of directors and to be presented to the board.

D. Maintain adequate staff to include Advocacy Coordinator to assist in administrative duties to include accounting, clerical support and Volunteer assignment.

- Maintain and update job description for staff positions.
- Evaluation of staff to be conducted as stated in the personnel policies. (7/2011)
- Personnel Policies and Program Policies to be reevaluated and revised annually during June of each year.

VIII. BOARD OF DIRECTORS: To assure active BOD committee functioning and support leadership development.

- A. To insure members have an interest in the program, a commitment to its goals, the ability to work as a team member, skills and resources to contribute and willingness to devote time to committee assignments, meetings, and CASA events.
- B. Evaluate BOD membership in October and plan for new nominations.
- C. Provide orientation and training for new BOD members at the annual meeting in November or December.
- D. Provide BOD members with a notebook to include program’s mission, Corporate By-Laws, Roles and responsibilities, membership profile, Committee functions, program goals and objectives.
- E. Attend board meeting with a prepared report from director.
- F. Meet with the executive board and committees as needed.
- G. Ensure each Committee stays on target for their strategic plan.