

WI CASA Association Strategic Plan 2017-2020



Our Mission: The Wisconsin Court Appointed Special Advocates (CASA) Association champions the needs of abused and neglected children by supporting and expanding local CASA programs.

Our Vision Every child has a voice and a hopeful future.

People	Financials	Programs & Services	Processes & Systems	Marketing
<ul style="list-style-type: none"> • Identify / prioritize key relationships: <ul style="list-style-type: none"> ✓ Local: Empowerment / Champions (3 yr. goal 20). Existing programs: Monthly <ul style="list-style-type: none"> ▪ CASA liaison, Dept. HHS locally, Judges, Etc. ✓ State Level (Professional): Awareness, Relationship & Appreciation <ul style="list-style-type: none"> ▪ Elected officials, Agencies, Judiciaries, etc. • Create employee handbook / SOP manual with annual review and update (3-6 month) • Develop 3 and 5-year staffing plan based on results of strategic plan • Implement annual review process for all staff to include recommendations for employee development 	<ul style="list-style-type: none"> • Develop and Implement fund development plan: <ul style="list-style-type: none"> ✓ Foundation ✓ Corp. donors ✓ Private donations / BOD annual give ✓ State/federal support ✓ NCASA ✓ Conference / events ✓ In kind • Create donor database <ul style="list-style-type: none"> ✓ Include past donors / attendees • Develop / discuss potential conflicts with donors in local program areas. (fundraising committee – blessed by BOD) 	<ul style="list-style-type: none"> • Growth Metrics Plan: <ul style="list-style-type: none"> ✓ New programs (counties) 1-2 per year through a combination of: <ul style="list-style-type: none"> ▪ Regionalization of existing programs ▪ New stand alone programs ▪ Internal growth of existing programs ✓ Identify and support LP needs to ensure sustainability (every other month) <ul style="list-style-type: none"> ▪ Info Collection ▪ Menu of Services 	<ul style="list-style-type: none"> • Be the coordinating entity to drive collaboration between local programs to share best practices, etc. - align with NCASA • Develop / implement standardized state-wide data collection and reporting strategy from local programs for state reporting purposes. Optima? • Adhere to financial oversight i.e.: audit annually and complete annual review of financial policies / procedures 	<ul style="list-style-type: none"> • Launch state-wide impact plan: <ul style="list-style-type: none"> ✓ Awareness campaign ✓ Statewide child abuse prevention month strategy ✓ Develop government officials engagement strategy ✓ Events

Strategic Prioritization	Strategic Goals
<p style="text-align: center;">Tier One High Impact / Lower Difficulty</p>	<ul style="list-style-type: none"> • Develop and Implement fund development plan • Create donor database - include past donors / attendees • Identify and support LP needs to ensure sustainability: Information collection • Regionalization of existing programs / 1-2 new counties • Launch state-wide impact plan
<p style="text-align: center;">Tier Two Med. Impact and/or Med. Difficulty</p>	<ul style="list-style-type: none"> • Identify / prioritize key relationships: Local • Identify / prioritize key relationships: State Level (Professional) • Adhere to financial oversight i.e.: Audit annually and complete annual review of financial policies / procedures • Identify and support LP needs to ensure sustainability: Menu of services
<p style="text-align: center;">Tier Three Lower Impact and/or High Difficulty</p>	<ul style="list-style-type: none"> • Develop / implement standardized state-wide data collection and reporting strategy from local programs for state reporting purposes. Optima? • Be the coordinating entity to drive collaboration between local programs to share best practices, etc. - align with NCASA • Develop 3 and 5-year staffing plan based on results of strategic plan • Implement annual review process for all staff to include recommendations for employee development