

## Foundation

### *Our Mission*

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**

### *Our Core Values*

These guiding principles incorporate positive intent, consistency and being proactive.

Putting children first  
 Being honest and open  
 Having respect for others  
 Embracing diversity

## Core Competencies

### *What we do best*

Infrastructure of network support  
 Access to National CASA resources and funding which can help with local funding  
 Access to and support of the Nevada Judiciary which can help establish and maintain local programs  
 Ability to focus on statewide CASA issues  
 Key partnerships at the national and local level  
 Training - Use of National standards for extensive pre-service and continual in-service training  
 Service  
 Advocacy  
 Youth/Child-focused  
 Elite, trained volunteers - who combine compassion with skills

## Annual Program Focus

### *How we will get there*

Increase the number of CASA volunteers, with a focus on diversity, and the need to stabilize funding for the state program.

## Strategic Priorities and Organizational Goals

### *Customer*

1. **Collaborative Network: Unify the power of the CASA community network so we can do the best for the children.**
  - 1.1. Support Local CASA programs to our fullest potential through offering a broad range of services, resources and training.
2. **Volunteer [Management and] removed by Bill Fowler -- 06122009] Support: Strengthen the recruitment and retention of diverse, well-trained, quality volunteers.**
  - 2.1. Increase the number and diversity of Nevada CASA volunteers.
  - 2.2. Increase the retention of Nevada CASA Volunteers
  - 2.3. Empower experienced Nevada CASA volunteers to develop and lead training programs for all/new volunteers.
  - 2.4. Provide resources, training and consultation in order to enhance the quality and quantity of Nevada CASA volunteers.
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.**
  - 3.1. Provide training programs and resources around diversity & cultural competency.
  - 3.2. Increase the diversity of the Nevada CASA network with focus on people of color and males.
  - 3.3. Serve aging-out youth by focusing on collaborative advocacy and partnerships.

### *Internal Processes*

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| <p>Local CASA Programs</p> <ol style="list-style-type: none"> <li>4. <b>Marketing Management: Increase State awareness so that everyone recognizes the CASA brand.</b> <ol style="list-style-type: none"> <li>4.1. Articulate a consistent message of who we are and what we do.</li> <li>4.2. Coordinate with National CASA to launch a State network-wide CASA Media Day.</li> </ol> </li> </ol> | <p>Courts</p> <ol style="list-style-type: none"> <li>5. <b>Administration &amp; Technology Management: Effectively employ our financial, operational and technological resources.</b> <ol style="list-style-type: none"> <li>5.1. Internal Operations: Increase productivity by ensuring that we are set up in the most efficient and effective way possible.</li> <li>5.2. 2.2. Communication: Increase communication between State and the CASA Network (National and Local)</li> <li>5.3. Technology: Improve and utilize technology to its fullest in order to increase efficiency and productivity throughout the network.</li> <li>5.4. Financial/Cost Efficiency: Explore and apply cost savings for the entire network.</li> </ol> </li> </ol> |
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### *Capacity Building*

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| <ol style="list-style-type: none"> <li>6. <b>Donors/Sustainable Growth: Raise more funds to support our strategic priorities.</b> <ol style="list-style-type: none"> <li>6.1. Increase and diversify our funding base. (Board and defined by Board Source under People)</li> </ol> </li> </ol> | <ol style="list-style-type: none"> <li>7. <b>Relationships: Increase and strengthen relationships throughout the State.</b> <ol style="list-style-type: none"> <li>7.1. Stakeholders: Track and develop stakeholder relationships. (Board)</li> <li>7.2. Agencies: Track and develop agency relationships. (Board)</li> <li>7.3. Partnerships: Track and develop partnership relationships. (Board)</li> <li>7.4. Community: Track and develop individual relationships. (Board)</li> </ol> </li> </ol> |
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### *People to Embrace the Cause*

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| <ol style="list-style-type: none"> <li>8. <b>Culture/Values: Strengthen the network through fostering program relationships in line with our values.</b> <ol style="list-style-type: none"> <li>8.1. Offer support and resources to Local programs that help them recognize the caring and competence of CASA volunteers.</li> </ol> </li> </ol> | <ol style="list-style-type: none"> <li>9. <b>Board Development: Build and maintain a proactive, high functioning and successful Board.</b> <ol style="list-style-type: none"> <li>9.1. Increase the number of Board Members; Have 10-12 diverse Board Members who are mission-driven community members.</li> <li>9.2. Adopt Best Practice of Nonprofit Boards as outlined by Board-Source (or similar Advisory organization).</li> <li>9.3. Complete NCASSA Self-Assessment and its required support documents to comply with national standards. (Board)</li> </ol> </li> </ol> |
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## Key Performance Indicators

### *How we measure success*

Measure	Target
# of programs with consistent message	6
# of volunteers	65
% complete	100%
\$ in funding	\$25,000
# Board Members	10

## Vision

### *What our business will look like*

**To have a CASA volunteer for every abused and neglected child in Nevada.**

Nevada CASA will support local programs to provide exceptional volunteer advocacy for the best interest of all children who are involved in an abuse or neglect court proceeding.

## Implementation

### *How we make strategy a habit*

Appoint an administrator of the plan  
 Present draft plan to Board and Staff  
 Finalize goals and develop action items  
 Finalize who is responsible and due dates  
 Hold a monthly strategy meeting to report progress  
 Hold a quarter strategy meeting to update plan  
 Hold annual retreat focused on strategy