



# CASA of Lane County

## Strategic Plan 2020-2023

We envision a world in which every child has a safe, permanent home.

Court Appointed Special Advocates (CASA) of Lane County is a powerful voice for children who are in the child welfare system due to abuse and neglect.

Children  
& Youth

Diversity,  
Equity &  
Inclusion

Volunteers

Community,  
Government  
& Policy

Financial

- Provide a CASA for every child in care in need of advocacy  
*Oregon law (ORS 419B.112) requires the court to appoint a Court Appointed Special Advocate for every child whose case of abuse or neglect results in a judicial proceeding.*
- Volunteer Recruitment, Training, Support and Retention
- Community Education, Awareness and Collaborations
- Staff and Facility Development

  
Vision & Mission

  
Strategic Themes

  
Enabling Focus Areas

## Organizational Values

**Inclusion:** We value differences in people, positions and perspectives.

**Respect:** We cultivate a professional environment.

**Support:** We promote a strengths-based culture that honors collaboration.

**Honesty:** We demonstrate the highest level of ethics in all our actions.

## **Children and Youth**

***Objective: Increase numbers of children served and provide more comprehensive services while maintaining quality of service for each child.***

### **Strategies -**

1. Recruit, train, support and retain more CASA volunteers to serve more children.
2. Explore new and expand existing partnerships and collaborative efforts to fill gaps in services for children and youth.
3. Expand services and support for older youth.
4. Establish specialty areas for program supervisors (e.g., infants, older youth, special needs, rural, etc.) in order to enhance organizational knowledge and more effectively support children and youth
5. Provide support for children, youth and foster families living in rural areas around access to services and activities
6. Establish a closer connection to education system
7. Implement a dog therapy program at juvenile court

### **Activities –**

- Expand Fostering Futures training
- Exploring mentorship opportunities for youth in care
  - Partnerships with other mentoring services
  - Researching mentoring program for this population
- Explore, map and help create transportation options for foster children living in rural areas
- Research remote service availability for foster children living in rural areas
- Explore the expansion of Family Finding to include greater emphasis on finding placements for children
- Consistently promote activities and scholarship opportunities available to children (e.g., camps, sports) with staff, PC's, CASAs, foster families and caseworkers
- Form a Youth Advisory Committee
- Raise awareness of CASA services within Lane County school districts
- Explore education advocate role/programming
- Begin background checks and scheduling for owners/dogs from FETCH

## **Diversity, Equity and Inclusion**

***Objective: Diversify our organization at all levels in order to more accurately reflect the children and youth that we serve.***

### **Strategies –**

1. Recruit CASAs, PC's, staff and board members from diverse communities
2. Explore and understand barriers to participation for people from diverse communities
3. Position agency to appropriately support children, staff and volunteers from diverse communities
4. Make certain that our DE&I efforts convey a “we” not “them” message

5. Include new groups in our DE&I efforts – e.g., people with disabilities, veterans

#### **Activities –**

- Train and encourage CASAs to identify and promote children’s cultural heritage within foster placements, educational settings, etc.
- Form a Diversity, Equity and Inclusion advisory group
- Connect with groups such as NAACP, UO Alumni Association, Centro Latino, Guatemalan population in Cottage Grove, United Way, DHS, Catholic Community Services, churches (targeting those with bi-lingual services), tribes
- Attend conferences, such as ICWA, that focus on diverse communities
- Place DE&I efforts in our communications and materials
- Address barriers to participation from diverse communities
- Offer more training for board, staff and volunteers (to include PC’s, CASAs, Ambassadors, etc.) regarding D,E&I
- Ask leaders from diverse communities to be ambassadors for CASA

#### **Volunteers**

***Objective: Recruit, train and retain more CASA volunteers to serve more children.***

#### **Strategies -**

1. Expand rural awareness and recruitment efforts to all of the rural communities in Lane County
2. Gather more information to deepen our understanding of successful volunteer retention
3. Continually diversify and streamline training efforts (e.g., Flex Training, varying times of day) to increase opportunities and reduce potential barriers
4. Provide current information about community resources to CASAs, PC’s and staff
5. Sustain increase in current CASAs taking another case
6. Recognize CASA volunteers
7. Break down systemic barriers to advocacy

#### **Activities –**

- Find meeting spaces in rural areas to hold informational meetings
- Publicize our need for rural CASAs – i.e., community newsletters, events, websites
- Connect existing rural CASAs with one another
- Distribute CASA ‘swag’ to volunteers and supporters
- Recruit and train new Peer Coordinators
- Hold CASA coffee/teas
- Board hosted volunteer recognition activities
- No-host lunches
- Recognition of volunteers
- Seek out collaborative efforts with community partners
- Closing case ceremonies
- Establish reference/resource library for CASAs
- Consistently provide updated information about local resources to CASAs

## **Community/Government/Policy**

***Objective: Raise level of awareness of CASA and needs of children involved with the child welfare system at local, state and national levels.***

### **Strategies –**

1. Leverage spheres of influence as ambassadors for awareness and recruitment efforts
2. Create a communications plan for recruitment
3. Expand community partnerships and collaborations

### **Activities -**

- Expansion of Business Advocates program
- Expand media presence – paid and unpaid
- Create a tracking system for communications efforts
- Promote access to libraries for children in care
- Maintain involvement with OCN Board of Directors and committees
- Maintain participation on National CASA Legislative and Advocacy Committee
- Expanded participation in community events
- Recruit CASAs to meet with legislators
- Participate in CASA Day at the Capitol
- Send CASAs to NCASAA conference

## **Financial**

***Objective: Expand and diversify our funding base.***

### **Strategies -**

1. Continue to cultivate new private donors and corporate partners
2. Develop new fundraising events
3. Expand planned giving
4. Continue to lay the groundwork for capital expansion
5. Diversify donor base

### **Activities -**

- Provide information to tax advisors and attorneys
- Solicit additional in-kind contributions
- Solicit new event sponsorships
- Expand parking area
- Evaluate need for additional office space
- Continually research and apply for new grant funding