MISSION

As a member of the Travis County Child Protection Team, our mission is to reduce the trauma for children during the investigation and prosecution of crimes against children.

VISION

To end the cycle of child abuse through advocacy, education, and community support.

Success Indicators

a. Children who visit the Center are not re-victimized as part of a new confirmed case of child maltreatment
b. Children who visit the Center do not become confirmed perpetrators of child maltreatment

GOALS

1. **Child victims of abuse, neglect, and witness to violent crime are promptly identified and referred to the Center.**

Success Indicators

a. CPS reports are reviewed and input into the case tracking database within 48 hours of being received
b. Improvement in the breadth metric (clients who meet criteria for Center services receive them)
c. Cases that meet criteria for case coordination receives it (depth metric)

d. Reduction in cursory interviews

e. Team members report that they believe that clients served through the Center benefit from the collaborative approach of our multidisciplinary team

Tasks to Achieve Success

i. Maintain full staffing of Team Relations department

ii. Prioritize SWI entry and review

iii. Timely and persistent case coordination

iv. Explore ways to increase efficiency

v. Improve relationships with team

vi. Increase education for team

2. Forensic evidence is collected in a manner that reduces trauma to the child and supports investigations and the Child Protection Team process.

Success Indicators

a. Positive caregiver survey results

b. Family Advocates or Victim Services supports family at interview

c. Families attend at least one more elaborate service post-interview

d. Cases that meet criteria for family advocacy services receive them (depth metric)

e. Cases that meet criteria for a forensic interview receive one (depth metric)

f. Cases that meet criteria for medical exam receive one (depth metric)

Tasks to Achieve Success

i. Increase % of clients given the caregiver survey

ii. Maintain full staffing of the FA department and prioritize FI coverage

iii. Improve long-term case coordination and tracking related to the medical exam

iv. Improve long-term case coordination and tracking of cases assigned to victim services

3. Children who have been abused and neglected or exposed to violence and their families can begin the healing process.
Success Indicators

a. Cases that meet criteria for mental health services receive them (depth metric)
b. Therapy clients will experience improved outcomes on assessments (NMT, TSI, PSI, TSCYC/TSCC)
c. Family Relational Therapy clients will achieve positive family outcomes (a stable placement with a loving caregiver)
d. Therapy clients complete treatment plans\(^1\)
e. Increase the overall number of clients served and sessions completed

Tasks to Achieve Success

i. Increase mental health referrals through team education and relationship building
ii. Continue regular case review meetings
iii. Incorporate assessments into case review meetings and ensure that treatment plans are informed and guided by the NMT metric
iv. Increase the % of clients who receive a follow-up assessment
v. Ongoing data analysis related to understanding the relationship between interventions and outcomes
vi. Successful completion of the FRT research study
vii. Improve efficiency of department to increase the number of sessions provided by each clinician

4. **Children who have been abused and neglected can heal as part of a trauma responsive community.**

Success Indicators

a. The community views the Center as an expert in trauma intervention as evidenced by increased requests for training and consultation
b. More community members are reached through trauma trainings
c. Community members demonstrate an increased understanding of how adverse experiences impact personal and community health

\(^1\) In addition to monitoring whether or not clients achieve goals, the successful completion of a treatment plan itself will also be considered a success measure. The completion of a treatment plan means that clients attended therapy for at least three months and built a relationship with their therapist.
Tasks to Achieve Success

i. Maintain NMT certification

ii. Develop metrics and measurable objectives for this goal

iii. Identify team and community “champions” to help lead and influence increased trauma responsiveness and develop a shared language

iv. The Center models exceptional trauma responsiveness

v. Locally sponsored trainings and marketing initiatives to improve awareness and knowledge related to trauma

Success Indicators

a. Positive results on surveys and post-tests

b. Increase number of adults and children reached by education services

c. Increase number and diversity of unique training locations

d. Increase % of AISD schools reached

e. Increase % of other Travis County ISDs reached

f. Increase traditional media exposure and social media engagement

g. Training participants report being familiar with the Center

Tasks to Achieve Success

i. Increase marketing efforts targeting education services

ii. Provide new training offering “SUBS” and continue outreach to individual schools and ISDs

iii. Provide more detailed data analysis to better define reach and identify gaps

iv. Consider targeted outreach to schools and communities where reporting behaviors are low

v. Consider creating new evaluation tools that focus more on behavior change and long-term knowledge retention

vi. Implement education and marketing MMRs to monitor indicators

5. Children are kept safe from abuse and neglect because of the involvement of informed parents, professionals and community members.
5. The Center has the resources needed for growth and sustainability.

Success Indicators

a. Community board members give either time or money to the Center each year
b. Annual budget exceeded based on projected organizational needs and historical performance
c. Continue being the community representative on the Child Protection Team by ensuring that the majority of revenue comes from private sources
d. Increase cross-over relationships where supporters participate in the mission in more than one way (financial gifts, in-kind gifts, volunteering, education)

Tasks to Achieve Success

i. Increased relationships between development and education to encourage donors to participate in education offerings and vice versa
ii. Increased collaboration between marketing, development, and the evaluation department to create more mission-focused campaigns
iii. Increase the number and size of major gifts
iv. Increase corporate engagement and encourage corporate cross-over into multiple sources of support (giving, volunteer groups, education)
v. Begin tracking donor retention rates and donor cross-over rates
vi. Build new revenue sources such as Double Take
vii. Implement development MMR to monitor indicators

6. The Center maintains high quality staff and volunteers who feel valued for their contributions.

Success Indicators

a. Increased staff retention
b. Increased employee satisfaction on organizational assessment
c. Increased volunteer retention and volunteer cross-over
d. Increased volunteer satisfaction on volunteer feedback survey
e. Improved volunteer coverage for program and events

Tasks to Achieve Success
i. Utilize organizational improvement consultation services by Mission Squared

ii. Provide managers with the skills and confidence they need to foster a culture of trust and help employees grow and develop

iii. Increase engagement and feeling of empowerment among employees

iv. Employees better understand organizational and departmental policies and managers have the information and skills they need to appropriately use discretion in implementing procedures and policies

v. Increase staff awareness of the work of other departments and teams and build relationships across teams

vi. Employees believe that senior leaders make decisions with the best of the organization’s mission and employees in mind

vii. Incorporate core values into everyday processes, such as performance evaluations, the employee handbook, and rewards

viii. Implement volunteer feedback survey and volunteer MMR to monitor indicators