

Coastal Children's Advocacy Center

2020-2022 Strategic Plan

New Mission:

Coastal Children's Advocacy Center (CCAC) unites public, private, and community resources to provide each child who has suffered abuse with justice, hope, and healing.

Strategic Initiative 1: Services

CCAC's Services

- Forensic interviews
- Counseling services
- Expert witness testimony
- Connect clients to wraparound services
- Community Outreach

2020-2022 Goals:

1. Expand to include support groups for children
2. Staff fully trained in the Train the Trainer Cultural Diversity Program
3. Continued Strengthen collaboration with service partners
4. CCAC will improve the monitoring of previous clients through follow-up.

2020-2022 Strategies:

1. The executive director will examine the possibility of expanding to include support group for children.
2. CCAC will implement a Train the Trainer Program on Cultural Diversity to be taught to the MDT Partners.
3. CCAC will review all center policies with attorneys and establish an in-house attorney to help with subpoenas and warrants.
4. CCAC will implement and record quarterly forensic interview peer reviews.

Strategic Initiative 2: Expanding Community Awareness

CCAC will be known as the "expert" on child abuse dynamics and effects and will become a recognizable organization/brand in the Savannah-Chatham County community.

2020-2022 Goals:

1. CCAC will provide free community education and professional training for the community. Education will be on child abuse dynamics and effects, recognizing and reporting abuse, Chatham County's child abuse protocol, and related topics.
2. CCAC will have a regular and active social media presence.
3. CCAC will implement a new website that is consumer friendly.
4. CCAC's logo will be recognizable and the website and collateral will be regularly utilized.
5. CCAC staff will be recognized in the community.

2020-2022 Strategies:

1. CCAC will track and report on community education and professional training
2. CCAC will track and report on the utilization of social media.
3. CCAC will begin a rebranding process resulting in the eventual creation of a new logo, website, collateral, and branding standards.
4. CCAC staff will regularly attend networking events and utilize opportunities to highlight the Center.

Strategic Initiative 3: Organizational Health

CCAC will retain the strong financial health of the organization and ensure that staff is well-compensated, motivated, and effective. In addition, the CCAC staff and board of directors will reflect the population of the community served.

2020-2022 Goals:

1. CCAC will maintain strong fiscal health.
2. CCAC staff will be well compensated and supported.
3. CCAC Executive Director and Board of Directors will research health insurance benefits for CCAC Staff and/or Increase Health Stipends.
4. CCAC staff and board of directors will reflect the diversity of the community it serves.
5. CCAC Executive Director and Board of Directors will establish a fundraising committee to research more grants within foundations to seek more funding sources.
6. CCAC will determine if a new location is needed to better serve clients.

2020-2022 Strategies:

1. The budget, goals, and plans will be presented to the board of directors annually. The board will make recommendations for changes in terms of services, funding, or expenses.
2. Board will review and approve the financial standing of the organization.
3. Performance reviews will be conducted every six months for all staff and each exiting staff member will be reviewed by the personnel committee.
4. The Executive Director will practice inclusive hiring practices.
5. A full review of pay-structure, benefits, and diversity of staff will be conducted and presented to the Board of Directors. The executive director will present opportunities for staff growth.
6. The nominating committee of the Board of Directors will ensure that the board of directors reflects the community.
7. The Executive Director will conduct research (with support of the board of directors, if needed) to determine the sustainability of the current location and the option of a new facility due to growth expansion.

Executive Director

Board of Directors, President

December 2, 2019
Date