

CASA of Central Texas, Inc.
Strategic Plan
2019-2022



Vision

We envision a world where every child thrives in a safe, stable, loving home.

Mission

CASA of Central Texas advocates for children and youth who have experienced abuse or neglect. Highly trained CASA volunteers are empowered as voices in the courts, in schools, and in the child welfare system to ensure representation of the child's best interests.

Messaging

- Every child has a chance – it's you.®
- CASA supports children and families involved in the child welfare system (Texas Department of Family and Protective Services)
- CASA increases the well-being of the children in foster care.
- CASA is of, and for, the communities we serve.

Methodology

- Senior staff and Board members participated in the development of this Strategic Plan. Meetings were held in Fall/Winter 2019-2020 with assistance from an outside consultant. It should be noted that prior to final adoption of this plan, the COVID19 pandemic began in March 2020. Thus, various aspects of the process and this document were abbreviated.
- This plan is viewed as an “interim” three-year plan following the completion of an extensive five-year plan (2014-2019) in which 97% of all objectives were met. That plan culminated in a \$2.5M capital campaign and new construction of a 6,000sf Training & Support Center in San Marcos, Hays County, Texas, in June 2020.
- Throughout this document and other materials, names and references to the organization may be used interchangeably: CASA of Central Texas, CASA, CASACenTex, Court Appointed Special Advocates.

Guiding Principles & Vision Elements

- Believing that success follows commitment, we uphold these guiding principles in our workplace and in our work:
 - Build trust, respect, and personal integrity
 - Maintain high ethical standards
 - Instill teamwork and open communication
 - Welcome diversity of views and people, be inclusive and strive for equity
 - Know our clients, meet their expectations
 - Provide job and development opportunities
 - Constantly improve
 - Reward performance and contribution

- We serve to ensure the safety, health and well-being of:
 - Children & Families
 - Volunteers & Staff
 - Community
 - CASA Program Services, Administration and Infrastructure

- We aim for the highest and to be the best:
 - Serve 100% of the children in State protective care with volunteers who are fully trained and supported by CASA of Central Texas and respected by the judges and community.
 - Be a sound organization with financial stability through diverse funding, long-term income sources and contingencies, while working at capacity and planning for growth.
 - Known as a trusted community resource for providing a meaningful and fulfilling volunteer opportunity while bettering the lives of children and, in turn, bettering our community as a whole.

Key Priorities

- Enhance human capital strategies to increase effectiveness in recruiting, retaining and succession planning for key staff, board and volunteers
- Provide an opportunity for every donor by enhancing the donor experience, making it easy and rewarding to give.
- Provide facilities and technology infrastructure to increase operational effectiveness and growth.
- Increase public awareness of CASA's mission among current and prospective stakeholders in our area of service.

Goals

1. Ensure long-term sustainability of CASA program and services.
2. Implement and enhance infrastructure to increase CASA's overall effectiveness.
3. Communicate to achieve maximum positive impact for CASA.
4. Serve 100% of children in CPS court system in our assigned area of service.

Operations Plan

The Action Plan was developed by joint effort of CASA senior staff. The Action Plan details specific objectives and corresponding action items, serving as a tool to ensure implementation and accountability (see appendix A).