

CCASA Strategic Plan 2017-2019 – UPDATED February 2019

Strategies

- Seek partnerships with “non-traditional” influencers and decision makers
- Pursue public and regulatory policy opportunities that are informed by members and support sexual assault prevention, safety, and healing beyond just the criminal justice system
- Establish and/or maintain opportunities to give input and feedback regarding the coalition
- Ensure training and technical assistance to members is relevant, grounded in best practices, and increases capacity to fulfill organizational missions
- Diversify funding, including increasing unrestricted funds
- **Increase CCASA’s profile within the business and foundation communities**
- **Develop public outreach tools for membership and provide trainings for staff and members**
- **Proactively reach out to media in order to drive the conversation about sexual assault and intersectional issues**
- Focus on Latinx, **Indigenous**, and youth as a priority groups
- Work to ensure policies recognize intersectionality and seek to dismantle systemic oppression
- Infuse anti-oppression principles and practices into training for staff, board members, coalition members, and community members
- Foster an inclusive, diverse, and equitable work environment

Focus Areas & Goals

Partner Engagement

1. CCASA’s partnerships go beyond just the criminal justice system to reflect the wide range of systems engaged in supporting survivors and preventing sexual violence.
2. CCASA coordinates efforts with other state and national partners in order to optimize limited resources.

Membership

1. CCASA’s members reflect and uphold CCASA’s vision, mission, and values.
2. CCASA supports members with training, technical assistance, and policy and systems advocacy work that meets their needs.

Funding/Resources

1. CCASA has diverse funding to sustain and enhance our services.
2. CCASA serves as a resource for our members by identifying, advocating/applying for, and administering grant funding.

Communications/Public Relations

1. **CCASA works to lift up the voices of all survivor communities throughout Colorado.**
2. **CCASA is seen as the expert on sexual assault issue by Colorado media and public policy makers.**

Anti-Oppression

1. CCASA integrates anti-oppression across all levels of our organization.
2. CCASA provides leadership and support to our members regarding anti-oppression.

Measured By

- Number of “non-traditional” partnerships
- Number policies promoted that address systems other than CJ
- Number of coordinated efforts

- Revised vision, mission, values ✓
- Updated membership criteria and application process ✓
- Number of members; new members; type and location of members
- CCASA membership survey results
- Number of training and TA provided, and policies advocated for/against

- Increase in grant funds
- Increase in unrestricted funds
- Number of grants applied for/received that CCASA administers to members
- Number of donors; amount of donations

- **E-digest open rates**
- **Number of comments, engagements, likes/followers on social media**
- **Number of media interviews and public testimonies provided by staff, board, STF members**

- Revised anti-oppression statement ✓
- Anti-Oppression Advisory Committee meets and conducts work regularly
- Number of organizational policies and practices that consider/incorporate AO
- Number of AO trainings for board, staff, and CCASA members/partners