

CASA Program Status Report, December 2021



FY2022 CASA Dashboard

Month	# Assigned Advocate's (actual)	Assigned Advocate expectation- annual goal	Families served by assigned CASA	Children with assigned CASA's	Active Coaches (actual)	Active Coach Floor 2019 (annual goal)	# cases coached	# Advocates Coached	Advocates sworn	CASA Applications filed	# volunteers exited
July	402	409	464	921	66	61	206	181	11	9	10
August	402	409	462	913	68	61	204	177	12	2	13
September	390	409	451	874	66	61	197	168	3	21	6
October	392	409	468	913	70	61	214	178	21	5	10

Hours and Miles donated to the CASA Program FY2022

Month	Hours Contributed	Mileage Contributed
July	1,130	14,998
August	1,422	12,688
September	1,879	17,838
October	2,073	16,661

CASA Program Matters

CASA Policy Manual Changes to approve – Action required

Since approving the CASA Program Policy Manual in March 2021, the program has worked with Dept of Administrative Services (DAS) and the Attorney General's office to develop a new Confidentiality policy that covers both staff and volunteers. Additionally, the CASA of Iowa program policy committee developed a new CASA program Mission Statement to align with the new ICAB Messaging Book.

These items are included as follows:

- 2.1 CASA Confidentiality Policy
- 2.3 Proposed CASA Mission Statement

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Messaging Book

ICAB's Messaging Book has generally been well-received by both Staff and Volunteers. We started training staff and volunteers on the elements and content of the ICAB Messaging book in November. The State Office has offered virtual training for advocates, coaches and review board members twice in November, with one recorded to use as an independent study in future months. All volunteers have been asked to participate in a course or complete the independent study, not only as a part of their continuing education but to understand how our agency is built on inclusivity and acceptance.

Over the next year, ICAB will undertake a huge task of modifying all ICAB messaging, advertisement, recruitment materials, training materials and policies to reflect the tenets of the messaging book.

Strengthening efforts to ensure all advocates and coaches receive 12 hours of continuing education annually:

Coordinators continue their efforts to ensure all volunteers are receiving 12 hours of training each year. While more volunteers are participating in some training hours, most coordinators still struggle to engage everyone. Since the ICAB conference was cancelled, State Office staff have developed a "Winter Speaker Series" of continuing education options for volunteers.

Polk County National CASA Core Model Grant (Marketing Grant)

Polk County CASA received a \$50,000 grant **from the National CASA/GAL Association** for program marketing and promotion.

Grant Activities have all started and most continuing through June 2022

- 30 Second television ad airing once daily on WHO between the hours of 5:00pm and 7:00pm through the end of December 2021.
- 300 Yard signs to be placed throughout the metro area. (Please take a sign if you wish!)
- Temporary employee Jen Gustafson hired as Grant Assistant through June 2022. She's managing volunteer inquiries for the metro area, working on disseminating yard signs, working with Recruitment Specialist Marla Treiber on recruitment activities and managing and reporting on all grant data.
- A budget variance has been requested to use remaining NCASA funds, to purchase advertising in the metro area *Urban Experience* magazine; a periodical designed to reach people of color.

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Initial data from the marketing grant shows far-reaching effects of these marketing efforts:

- Statewide from November 1, through November 30*
 - 29 inquiries to the CASA program.
 - 4 inquiries already filed applications
 - 26 additional applicants who went directly to the website to apply; didn't complete an inquiry.
 - 17 inquires and 15 applications have come from the WHO viewing area.

*Compare this to 13, 11, and 10 CASA applications filed in August, September and October respectively.

Volunteer Satisfaction Survey

The CASA program volunteer satisfaction survey will be launched in December 2021 to gather information volunteer perception at the end of the calendar year. Results will be available at the March 2022 ICAB board meeting

Local Program Reviews and Self-Assessment

- In January 2021, National CASA released new Standards for Local CASA Programs.
- In January 2022, all programs will complete a self-assessment with National CASA that will include 180 yes/no and narrative questions and up to 10 documents for verification.
- In 2023, National CASA will begin conducting onsite visits for the over 900+ local CASA programs. This will conclude in 2025.
- Amy is conducting monthly meetings with the Coordinators to familiarize them to the standards and assist in the development of required plans and documents.