

# FY2020-FY2024 Iowa Child Advocacy Board Strategic Framework

**Our Vision:** Safety, permanency, and wellbeing for every child in Iowa

**Our Mission:** Advocating for the protection of Iowa's children and improvement of the child welfare system

## Funding

Maintain state funding at current level or above.

Annually forecast ICAB operational needs for increase Friends' contribution to ICAB's revenue.

Increase grants, and seek other funding to support ICAB operational needs in addition to Friends' contributions.

Forecast IV-E funding based upon volunteer training needs and FCRB activities.

## Public Awareness Volunteer Engagement

Recruit volunteers by using connections, media and public speaking engagements.

Focus on volunteer and staff retention.

Reach a more diverse volunteer population.

*New:* Increase recognition of both the volunteers and the ICAB's contributions to Iowa's children.

## Training

Increase engagement of CASA volunteers in continuous learning opportunities to enhance their skills of advocacy.

Provide facilitator and volunteer training that ~~the~~ increases the value of FCRB advocacy to ~~courts and DHS~~ improve case permanency planning for children and families.

Engage staff in continuous learning opportunities to promote professional development.

## Partnerships & Public Awareness

Collaborate with the courts and DHS to respond to the implementation of Family First legislation.

Become a highly effective CASA Program in the National CASA network.

Maximize local boards to provide citizen administrative reviews for children in foster care.

Improve and expand collaborative partnerships around the state.

**Our Values:** Respect, Integrity, Partnering and Advocacy

## Iowa Child Advocacy Board (ICAB) Strategic Framework FY2020 – FY2024

**Mission:** Safety, permanency, and well-being of every child in Iowa.

**Vision:** Advocating for the protection of Iowa's children and improvement of the child welfare system.

**Our Values:** Respect, Integrity, Partnering and Advocacy

### Core Functions:

- Administer the court appointed special advocate (CASA) program.
- Administer the local citizen foster care review board (FCRB) program.

**Goal 1: Funding – consistently increase annual funding to maintain and expand ICAB programming**

**Goal Tenders:** Wayne Schellhammer and Mike Steele

Outcome Measure(s):

- Increase funding by 5% annually or to \$5 million a year, by year 5.

Key Strategies:

- Maintain state funding at current level or above.
- Annually forecast ICAB operational needs for Friends' contribution to ICAB's revenue.
- Increase grants, and seek other funding to support ICAB operations in addition to Friends' contribution.
- Forecast IV-E federal funding.

**Goal 2: Volunteer Engagement – implement continuous marketing and recruitment strategies to engage Iowa citizen volunteerism with ICAB.**

**Goal Tenders:** Courtney Clarke and Marc Elcock

Outcome Measure(s):

- Increase the total number of volunteers by 50% over the five-year plan.
- 25% of the new volunteers will be diverse in race, ethnicity, age and gender.

Key Strategies:

- Recruit volunteers by using [connections](#), media and public speaking engagements.
- Focus on volunteer retention.
- Reach a more diverse volunteer population.
- [Increase recognition of both the volunteers and the ICAB program's contributions to Iowa's children.](#)

**Goal 3: Training – provide high quality training for volunteers and staff to ensure competent advocacy.**

**Goal Tenders:** Sarah Madojemu and Beth Myers

Outcome Measure(s):

- 10% annual increase in overall volunteer participation in training activities.
- By mid FY22, implement a process to measure training quality and advocacy competence.
- 100% of staff meets required training annually.

Key Strategies:

- Increase engagement of CASA volunteers in continuous learning opportunities [to enhance their skills of advocacy.](#)
- Provide facilitator and volunteer training that increases the value of FCRB advocacy [to improve case permanency planning for children and families.](#)
- Engage staff in continuous learning opportunities [to promote professional development.](#)

**Goal 4: Partnerships and Public Awareness – to become an integral partner in the child welfare system.**

**Goal Tenders:** Judge Bill Owens and Dr. Angela Stokes

Outcome Measures:

- 100% of partner organizations learn new and valuable information about ICAB programs from partnership activities.
- Increase the number of partner activities to promote collaboration and systemic advocacy.

Key Strategies:

- Collaborate with the courts and DHS to respond to the implementation of Family First legislation.
- Become a highly effective CASA Program in the National CASA network.
- Maximize local boards to provide citizen administrative reviews for children in foster care.
- Improve and expand collaborative partnerships around the state to promote policy improvements in child welfare and juvenile justice systems.