NATIONAL CASA/GAL ASSOCIATION SUBURBAN AFFINITY GROUP CALL

Thursday, August 27, 2020

*This call is being recorded.

CASA GAL
Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

Welcome

Blondean Jones
Network Engagement Officer
National CASA/GAL Association for Children

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Helpful Tips

Reminder
- This call is being recorded

Use Q&A Box
- If you have a question for a National CASA/GAL staff member

Use Chat Box
- If you have a thought, an idea or a suggestion for the whole group

Urban Leadership Council Co-Chairs

Kim Davis
Leigh Anne McKelvey

Agenda

I.	Welcome	Blondean Jones
II.	Available Campaigns|Volunteer Recruitment	Necole Merritt
III.	Local Program Standards Update	Denice Hairston
IV.	2021-2022 Leadership Council Recruitment Process	Kim Davis Leigh Anne Mckelvey
V.	Questions and Wrap Up	Blondean Jones

Available Campaigns|Volunteer Recruitment

Necole Merritt
Chief Marketing and Communications Officer
National CASA/GAL Association for Children

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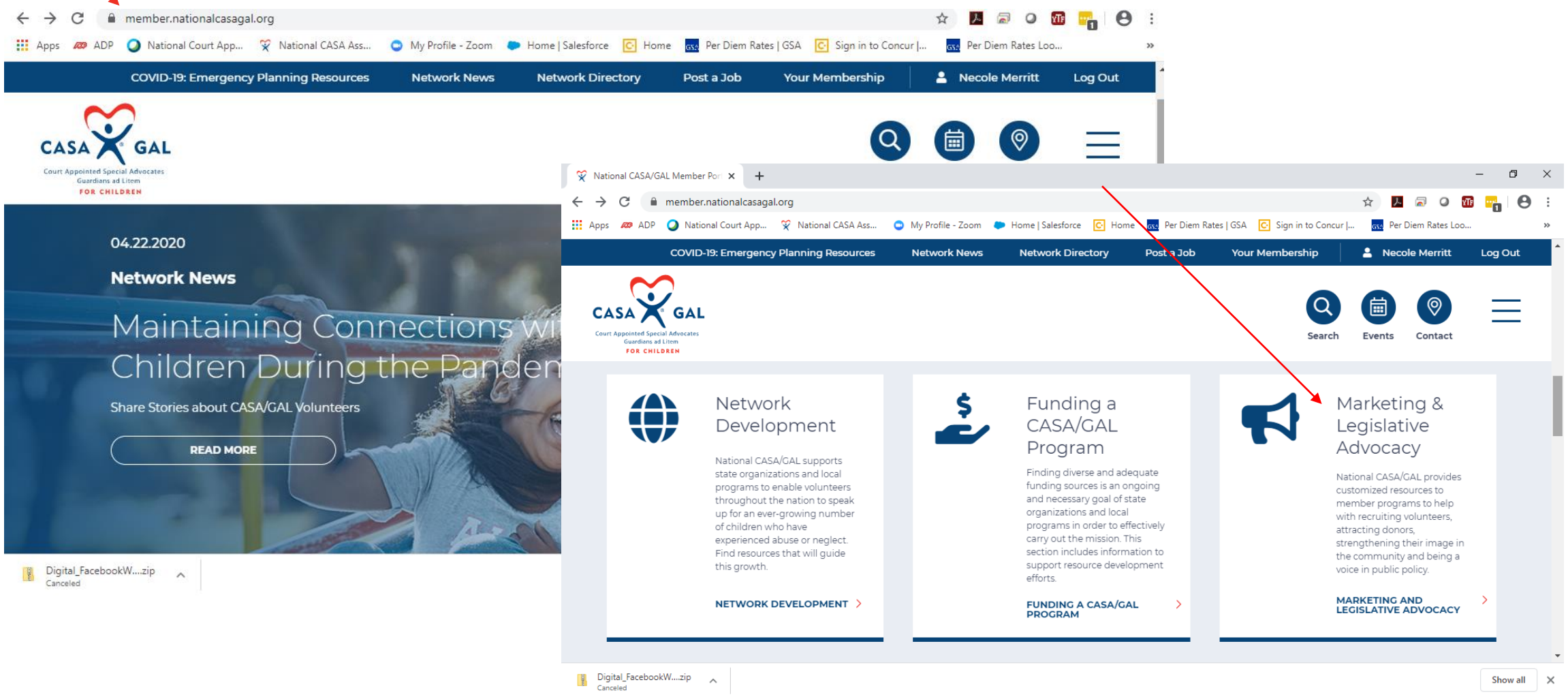
Marketing & Legislative Advocacy – Member Portal



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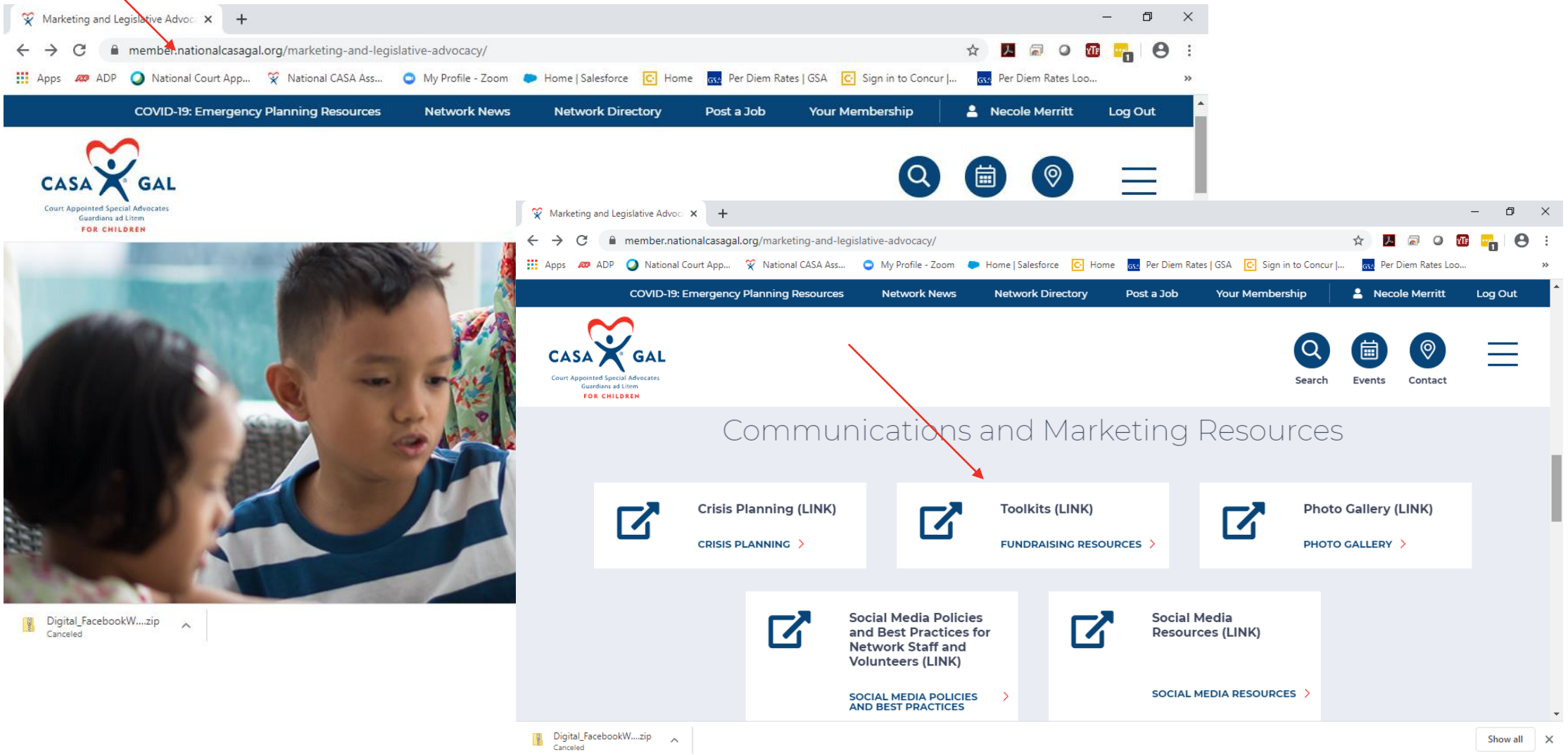

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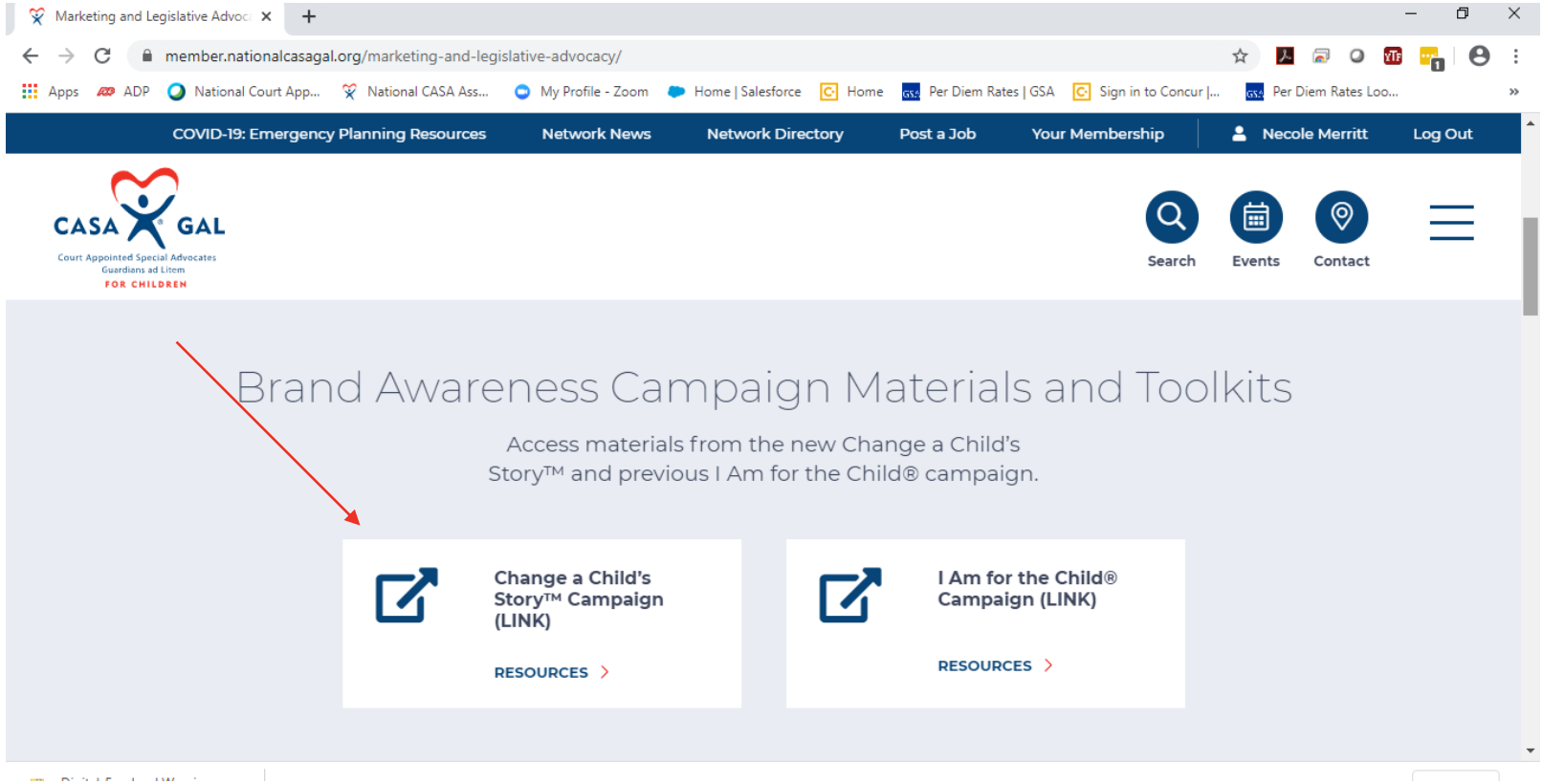


Available Campaigns

Toolkit includes: Change a Child's Story

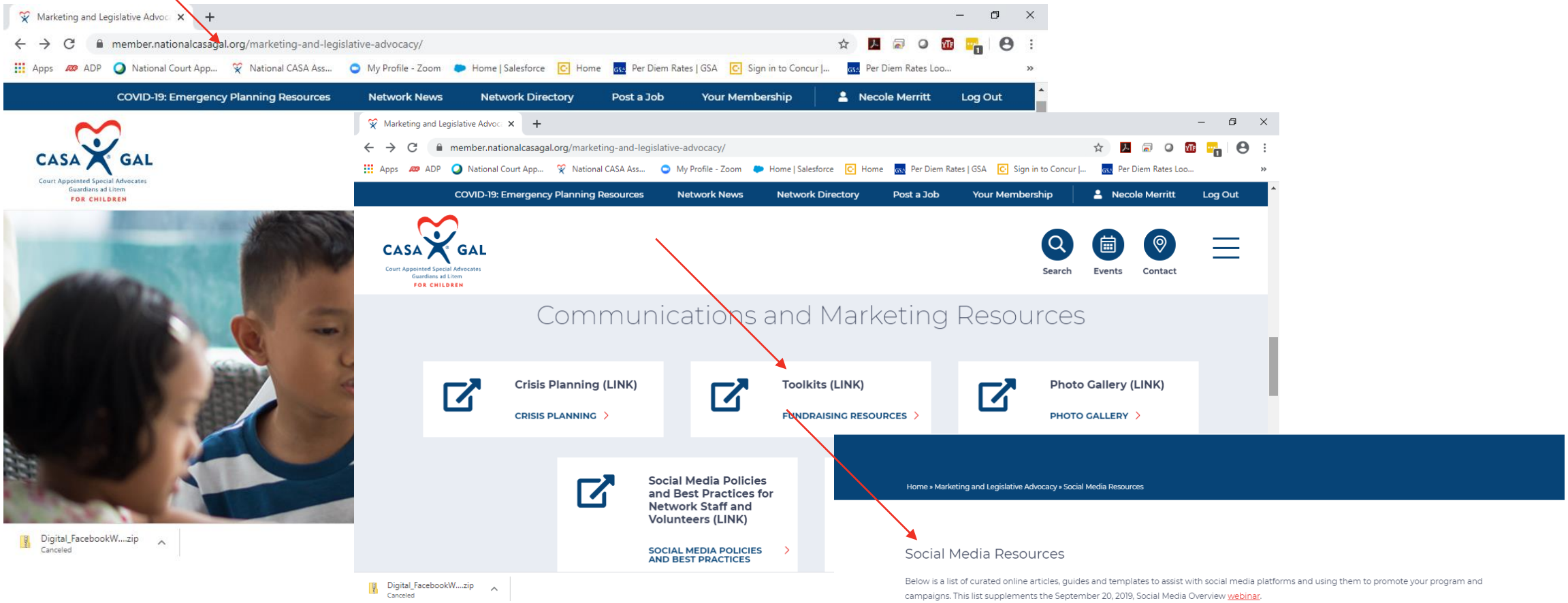
- Sample social media graphics/web banners (CASA and GAL branded)
- Print, PSA's, billboard, radio and collateral materials
- Additional Resources: Change a Child's Story

Social Media – Volunteer Recruitment

- Tactics:
  - A combination of the advertising in channels such as:
    - Social media
    - Radio
    - Print (newspaper, community newspapers)
    - Digital advertising (online versions of the newspaper and websites)
    - Billboards
- Social media use
  - Paid, posts or boosted posts

Social Media – Resources

Social Media Resources



Facebook

Social Media – Tactics

- Social media is very effective for volunteer recruiting
  - Training on the member portal regarding how to use social media
  - Organic, paid advertising or boosted post
  - Example: Use of a social media content calendar to provide a steady drumbeat of information about volunteer recruitment:
  - **HOW TO BUILD A CONTENT CALENDAR (MONTHLY BASIS):**
    - Create a list of events and holidays (relevant to your industry) necessary to be covered
    - Distinguish content themes and focused messages to be spoken to
    - Match a selected format type with the focused message and establish the post

Social Media – Tactics

- Aggregate available asset inventory to be used for the month and assign to the appropriate post. Identify respective days and times to publish posts
- Curate copy and provide links (if necessary) relevant to each post plotted during the month
- Ensure that all parts of the post are in place and ready to be scheduled. » Examples: Asset Link Newsfeed copy
- Schedule each complete post for the designated day and time on the calendar

Questions?

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Standards for Local CASA/GAL Programs Documents

Denice Hairston
National Quality and Accountability Officer
National CASA/GAL Association for Children

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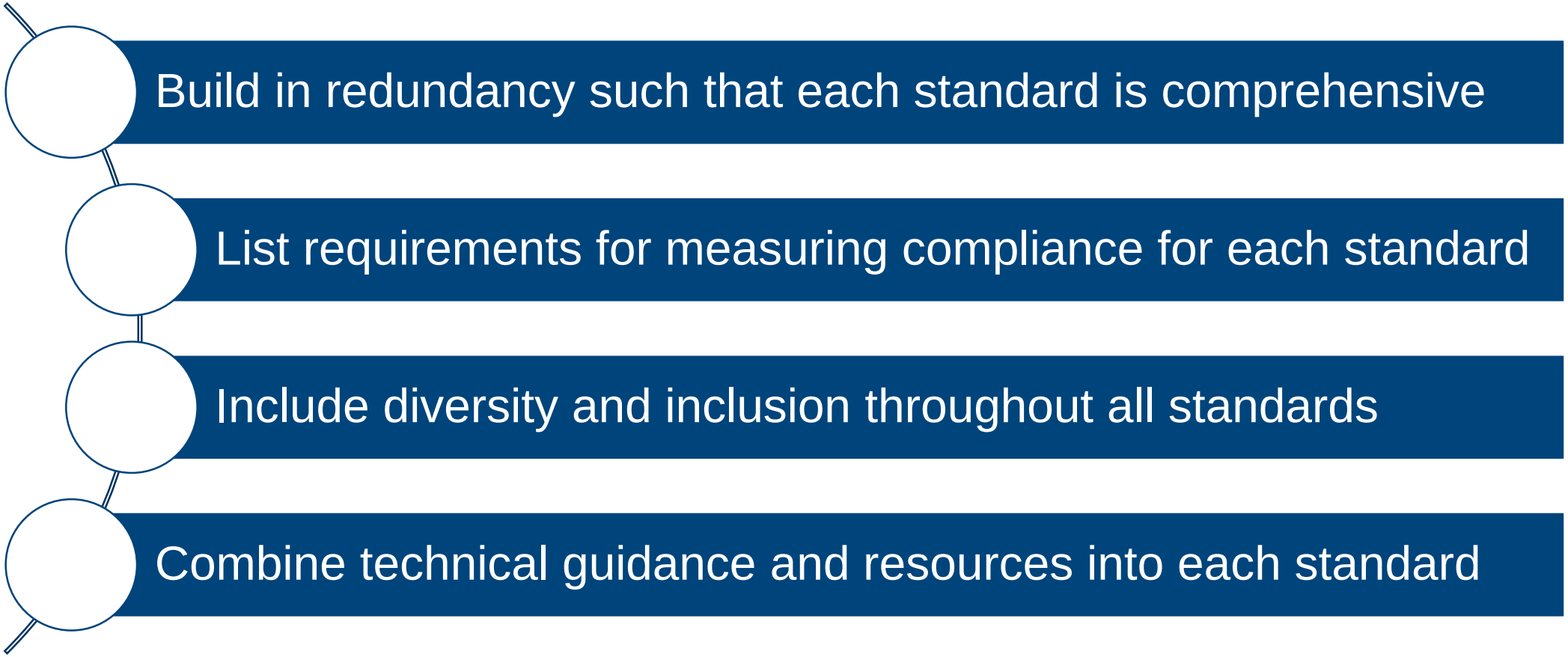
Nonprofit and Publicly Administered Standards

Combined Glossary of Terms

Network Initial Vision 2018 Draft



Network Insights 2020 Draft

- Maintain 2012 document organization using elements of practice
- Minimize duplication and reorganize for clarity and flow
- Incorporate Core Model and guiding principles
- Elevate diversity, equity and inclusion to full standard
- Separate the QA process; yet to be developed
- Clarify application of standards to nonprofit vs publicly administered

Standards for Local CASA/GAL Programs Documents

- Standards for Local CASA/GAL Programs – Nonprofit
- Standards for Local CASA/GAL Programs – Publicly Administered
- Combined Glossary of Terms

Nonprofit vs Publicly Administered

- Nonprofit organizations are required to adhere to statutes and regulations regarding management and operation that are not generally applicable to publicly administered programs
- Public entities (courts, counties and state government agencies) operate with a built-in infrastructure which includes some practices (e.g. financial protocols and reporting, human resources and hiring) that are inherent in a public entity and which it controls, so the program does not have to
- Terms and language may vary between nonprofit and publicly administered programs. For example:
  - Oversight for a nonprofit is provided by a ‘governing board’ and oversight for a publicly administered program is provided by an ‘administrative authority’.
  - The title generally used for the leader of a nonprofit CASA/GAL program is ‘executive director’ and the title generally used for the leader of a publicly administered program is ‘program director’.

Resulting **Approved** 2020 Standards

Standard 1. Core Model and Mission
Operates in alignment with the mission of the National CASA/GAL Association and adheres to the Core Model of providing screened, trained, and qualified community court appointed volunteers to advocate for the best interests of children and youth who are before the court as a result of abuse or neglect as defined by the state child welfare laws, living at home or in out-of-home care. CASA/GAL volunteers advocate for children from birth through the age defined by the state statute as the limit to youth remaining in care.

Standard 2. Guiding Principles
Provides best-interest advocacy for children as reflected in these guiding principles which recognize the importance of family preservation and reunification, equity, diversity, inclusion and collaboration.

Standard 3. Diversity, Equity and Inclusion
Commits to diversity, equity and inclusion and demonstrates these qualities in its own operations, governance, management and quality advocacy for children.

Standard 4. Ethical Conduct and Confidentiality
Upholds the credibility, integrity, dignity and reliability of CASA/GAL advocacy by conducting all interactions in an honest, fair, respectful and compassionate manner. The program incorporates policies and practices to avoid conflicts of interest and preserve confidentiality.

Standard 5. Governance and Administration
Oversees and ensures compliance with applicable laws, regulations, fiduciary obligations, written agreements, standards and financial sustainability of the program.

Standard 6. Management and Funding
Demonstrates mission-oriented leadership in operations management and is a responsible steward of all resources in order to maximize advocacy for children who are eligible for and in need of a CASA/GAL volunteer.

Standard 7. Human Resources
Follows written policies for recruiting, screening, training, supervising, evaluating and developing staff from diverse backgrounds in an equitable and inclusive environment that advances the CASA/GAL mission.

Standard 8. Volunteer Administration
Follows written policies for recruiting, screening, training, supporting, supervising, recognizing and retaining volunteers to fulfill the role and duties of court appointed special advocates, in accordance with applicable laws, rules, regulations and standards.

Standard 9. Public Education and Engagement
Communicates and actively engages with stakeholders and the general public, providing information regarding and building support for the CASA/GAL mission and the needs of children who have experienced abuse or neglect.

Standard 10. Data and Records
Compiles, maintains, manages and reports quality data and information in accordance with applicable laws, policies and/or standards. The program maintains complete, accurate and current case records and volunteer files.

Standard 11. Network and Membership
Maintains membership with National CASA/GAL Association and is a member or an affiliate of the state CASA/GAL organization (if one exists) and meets the standards, requirements and policies of both.

Local Standards
Comparison Highlights 2012 vs. 2020

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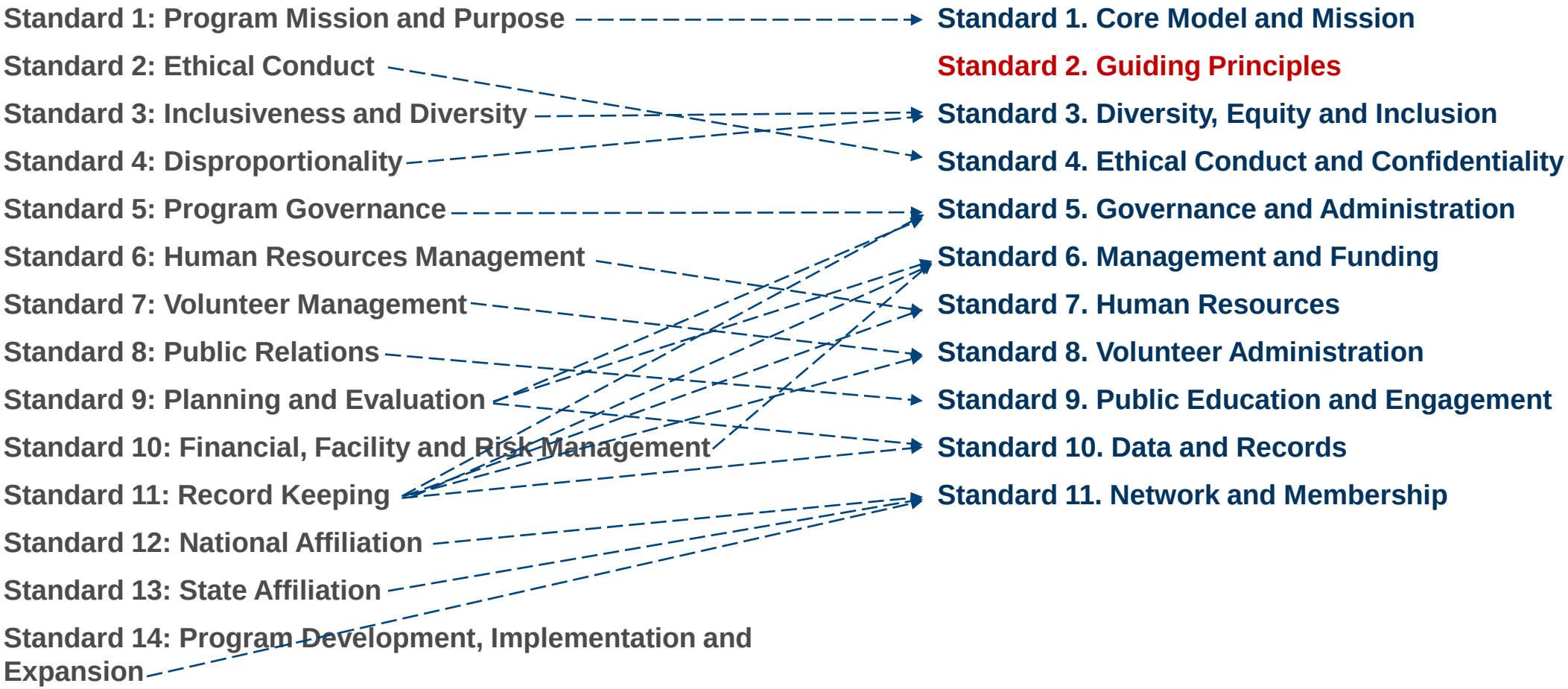
Compare 2012 Standards to 2020 Standards



Comparison Highlights

Standard 1. Core Model and Mission

- Incorporates Core Model
- Adds requirement that programs establish values
- Clarifies that state statute takes precedence if it provides for the CASA/GAL volunteer to take other types of cases

Standard 2. Guiding Principles

- *New standard*
- Encompasses shared principles
- Consistent with child welfare law

Comparison Highlights

Standard 3. Diversity, Equity and Inclusion

- Maintained as a separate standard
- Incorporates concept of understanding disproportionality (2012 Standard 4)
- Clarifies that diversity, equity and inclusion are promoted through program governance, management, operations, recruitment, continuing education, retention, workplace policies and advocacy

Standard 4. Ethical Conduct and Confidentiality

- Maintains requirements of having conflict of interest and confidentiality policies

Comparison Highlights

Standard 5. Governance and Administration

- Clarifies the responsibilities of the oversight entity (governing board for nonprofits or administrative authority for publicly administered programs)
- Ensures programs have strategic plans (nonprofits) or written annual operational goals (publicly administered)
- Ensures programs review all required policies at set intervals and plan for the succession of the director
- Requirements for screening and background checks for all volunteers, staff and nonprofit governing board members have been consolidated into this standard

Standard 6. Management and Funding

- Clarifies need for programs to establish a Logic Model
- Requirements for financial audit, review or compilation (nonprofit updated & publicly administered removed)
- Requirements when allowing the transport of children have been updated

Comparison Highlights

Standard 7. Human Resources

- Requires that programs establish a policy for all staff and contract workers to disclose any paid employment, contract work, volunteer service, or membership on a board of directors that might present a conflict of interest
- Ensures that programs plan for the succession of key staff (in addition to the program director)
- Clarifies that staff orientation includes information about the *National CASA/GAL Association Core Model*, *Standards for Local CASA/GAL Programs*, and *Role of the Local Program*
- Clarifies that newly hired program directors and volunteer supervisors complete the *National CASA/GAL Association Pre-Service Training* within six (6) months of hire
- Requires that programs considering implementation of a peer coordinator model inform National CASA/GAL of intent to explore and/or implement the model, undergo any required training and adhere to applicable standards, policies and procedures
- Updates human resources records to be maintained

Comparison Highlights

Standard 8. Volunteer Administration

- Clarifies requirements for pre-service training and documentation for pre-service training records
- Updates requirements for pre-service training facilitators
- Maintains case service levels from 2012 standards
- Requirements when allowing the transport of children have been updated
- Provides elements of practice for taking photos of children
- Specifies that failing to effectively carry out assigned duties may include not following program direction or guidance, resulting in corrective action or removal of a volunteer
- Updates volunteer records to be maintained

Comparison Highlights

Standard 9. Public Education and Engagement

- Updates references to policy documents
- Ensures that programs have established crisis management plans that provide for information sharing between the program, governing board, national, state and local CASA/GAL organizations within 24 hours, subject to confidentiality limitations

Standard 10. Data and Records

- Updates data collection requirements
- Updates child and case information records to be maintained

Comparison Highlights

Standard 11. Network and Membership

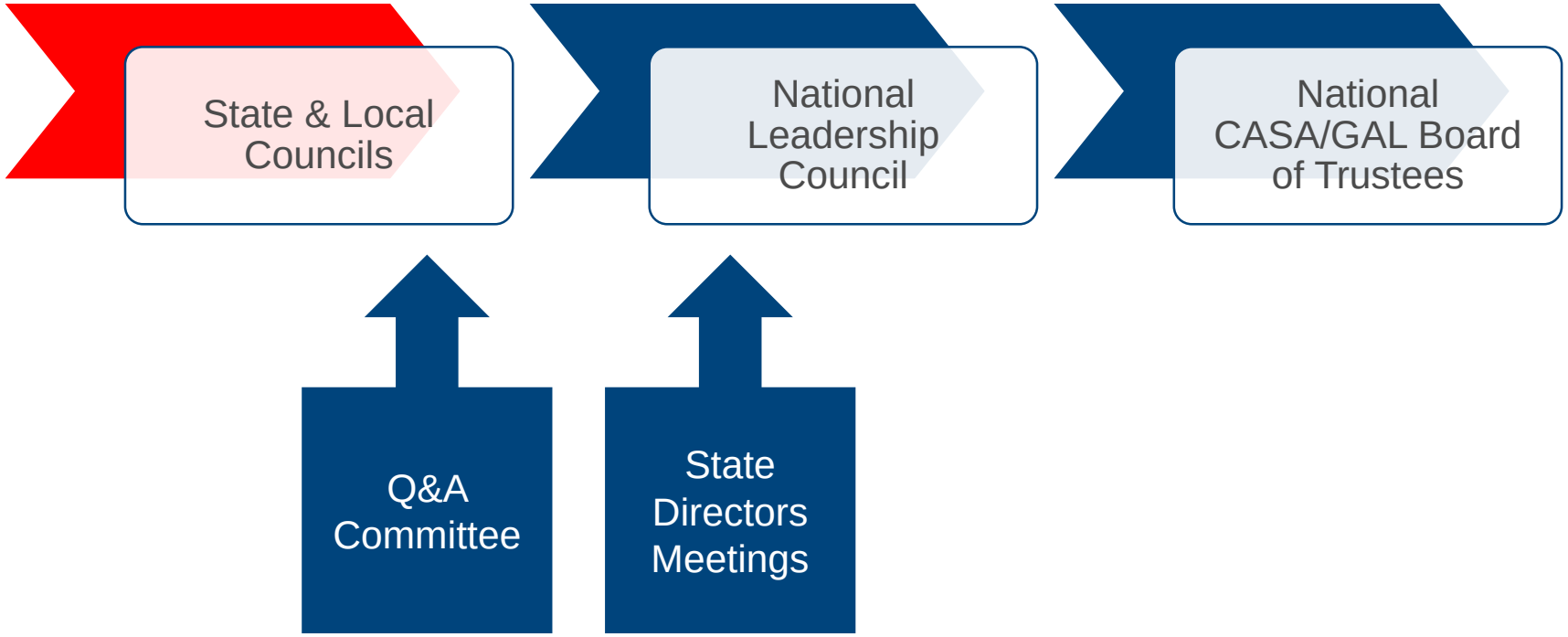
- Updates requirements for membership with the National CASA/GAL Association for Children and membership or affiliation with the state CASA/GAL organization
- Clarifies that if a program has an auxiliary, the program has a written agreement with the auxiliary, follows any National CASA/GAL Association policies relating to working with an auxiliary, and makes the auxiliary aware of National CASA/GAL Association standards and requirements for CASA/GAL auxiliary program membership
- Specifies that existing programs contemplating expansion to a new county, regionalization, merger, or a change in governance structure must adhere to the applicable procedures of the National CASA/GAL Program Membership Process (2012 Standard 14 has been removed in lieu of this being incorporated into the membership process)

Total Standards and Elements of Practice

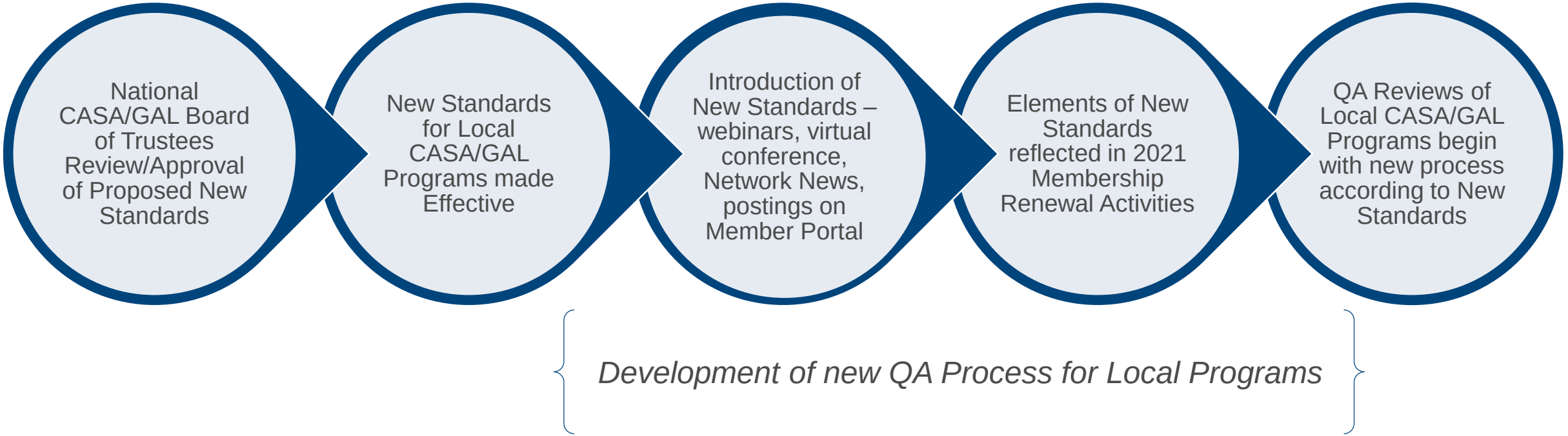
	2012 Standards for Local CASA/GAL Programs	Nonprofits	Publicly Administered
Overarching Standards level 1.0	14	11	11
Main Elements of Practice level 1.A.	47	45	43
Sub-Elements of Practice level 1.A.1	301	241	215
Sub-Sub Elements of Practice level 1.A.1.a	304	259	233
Sub-Sub-Sub Elements of Practice level 1.A.1.a.i	44	23	23
Total	**696**	**568**	**514**

The 11 approved standards are the same for Nonprofit and Publicly Administered local CASA/GAL programs

Local Standards Documents Engagement Process



Standards for Local CASA/GAL Programs Implementation Process



Next Steps & Development of New QA Process

Effective Date of New Local Standards

- Approval by Board of Trustees anticipated September 2020; in effect October 2020
- Transition period for local program readiness for formal QA process
- Elements of compliance for Membership Renewal

Communication Plan for Local Standards Rollout to the Network

- National CASA/GAL to publish and introduce the new local standards to the network to include via webinars, articles in the Network News, postings on the Member Portal and workshop offering at the virtual conference

Coordination with State Organizations

- Voluntary participation along with National CASA/GAL
- Certification process for states with own QA Process in proxy of National CASA/GAL
- Process for Local Programs that are a part of a direct service state/hybrid review process for state organization and local offices

Questions?

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2021-2022 Suburban Leadership Council Recruitment Process

Kim Davis
Co-Chair |Suburban Leadership Council

Leigh Anne McKelvey
Co-Chair| Suburban Leadership Council

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2021-2022 Leadership Council

- Rural, Tribal, Urban and Suburban Leadership Councils
- Recruitment begins August 11, 2020
- Deadline for applications October 30, 2020 - 5:00 p.m., Pacific
- https://member.nationalcasagal.org/network-development/councils-committees/

Questions and Wrap Up

Thank you for your leadership and service!

Next Meeting
September 30, 2020 11:30 am PT | 2:30 pm ET

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