

# GOALS

By 2024, the following goals will be accomplished:

1. New Mexico Kids Matter has a good pool of trained, skilled, diverse Advocates so that more children, youth, and families can benefit from CASA's advocacy and support.
2. New Mexico Kids Matter has the resources to carry out its Strategic Plan.
3. New Mexico Kids Matter contributes to positive, equitable outcomes for the children and youth in the court system.

# KEY STRATEGIES

Key strategies are overarching approaches to reaching the Strategic Plan goals. New Mexico Kids Matter will leverage existing strengths and assets to accomplish plan goals.



**Communication and Outreach**



**Education and Training**



**Strong Internal Systems**

**Partnerships and Collaborations**



**Use of Data to Inform Decision Making**



**Resource Development**



**Advocacy at a System Level**



**Communication and Outreach.** New Mexico Kids Matter recognizes that effective

internal and external communication is a critical factor for success. Board and Staff responsible for implementing the Strategic Plan will use clear and effective communication to achieve plan goals.

**Education and Training.** Education and training are current strengths of the organization. New Mexico Kids Matter recognizes the opportunity to build on the organization's extensive culture of learning. New Mexico Kids Matter works to keep all stakeholders and collaborative partners aware of the issues impacting advocates and those they serve.

**Strong Internal Systems.** Effective planning and management are necessary to maintain and enhance internal organizational functions and systems. Through the strategic plan process, effective and reliable internal systems allow New Mexico Kids Matter to accomplish goals and objectives while minimizing risk for the organization.

**Partnerships and Collaborations.** Partnerships with other organizations, agencies, and groups help maximize the organization's reach and impact. New Mexico Kids Matter will strategically maintain and grow partnerships that help the organization reach the plan goals in alignment with the mission.

**Use of Data to Inform Decision Making.** Toward its goals, New Mexico Kids Matter will continue and strengthen data to help inform the best decisions for children, families, and the organization. Data includes quantitative measures and metrics and the qualitative information available from children, youth, and partners.

**Resource Development.** New Mexico Kids Matter's mission requires that resources be developed to support the work. These include financial gifts, donations of materials and supplies, staff and volunteers' hours, and more. Financial stability and well-being of the organization are critical to the completion of the Strategic Plan goals.

**Advocacy at a System Level.** New Mexico Kids Matter works to amplify the voices of

children and youth in foster care to advocate for their best interests at a system level. This includes informing the general population about the needs and strengths of children and youth in court systems and advocating for system changes that will benefit foster children and their families now and in the future.

## **OBJECTIVES**

For each goal, several SMART (specific, measurable, actionable, relevant, and time-bound) objectives have been identified. Completing these objectives will move New Mexico Kids Matter toward its goals.

New Mexico Kids Matter leadership will review objectives annually to consider whether adjustments or changes are needed to the plan. Results of this review will also be shared with the Board.

For each objective, targets, leads, and key strategies are identified in the following tables. Objectives are actualized through aligned planning and actions described in specific plans.

**Goal 1.** New Mexico Kids Matter has a sufficient pool of trained, skilled, diverse Advocates so that more children, youth, and families can benefit from advocacy and support.

<b>Goal 1 Objectives:</b>	<b>Target Timing</b>	<b>Lead</b>	<b>Key Strategies</b>
<p>A. Increase percentage served (children who are dependents of the court) by 5% per year</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Yearly goal: 75 recruited and assigned volunteers per year</li> <li>b. 75% of volunteer advocates complete their volunteer term of 18 months</li> </ul>	2024 (measured annually)	New Mexico Kids Matter's Staff Outreach Manager	Communication and Outreach/ Resource Development
<p>B. Priority cases receive a volunteer appointment within 30 days</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Decrease the waiting time for children with priority cases under 5 years old to be assigned to an Advocate</li> <li>b. Decrease the waiting time for children who fall under the Indian Child Welfare Act</li> </ul>	2024 (measured continuously)	New Mexico Kids Matter Staff Outreach Manager  Program Director	Communication and Outreach
<p>C. Increase the diversity of Advocates to best serve the community</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Curate targeted outreach events that take place at various local business</li> </ul>	2024, (measured continuously)	New Mexico Kids Matter Staff & Board	Communication and Outreach
<p>D. Review and update training materials to ensure that Advocates have the information and skills needed</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Develop and use a system for regular review of training materials</li> </ul>	(Each Year)	Program Director	Education and Training

**Goal 2.** New Mexico Kids Matter has the resources to carry out its Strategic Plan.

<b>Goal 2 Objectives:</b>	<b>Target Timing</b>	<b>Lead</b>	<b>Key Strategies</b>
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<p>A. Complete a board self-assessment at least every other year</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Create a board development plan based on board assessment</li> <li>b. Track implementation of the board development plan</li> </ul>	2022, 2023	New Mexico Kids Matter Board	Education and Training
<p>B. Develop a recruitment and retention plan for Staff</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>c. Identify staffing needs through research and review</li> <li>d. Identify any gaps in recruitment or retention strategy (e.g., recruitment, selection, orientation, career development, supervision, recognition, compensation, training, or support)</li> <li>e. Build a recruitment and retention plan to address identified needs</li> </ul>	2023	New Mexico Kids Matter Board	Education and Training
<p>C. Update the fund development plan annually, including targets for growth</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Diversify funding sources</li> <li>b. Expand donor and grant base</li> <li>c. Increase donor retention</li> <li>d. Increase planned to give</li> </ul>	Each year	New Mexico Kids Matter Develop Staff	Resource Development
<p>D. Develop information and technology (IT) plan to support Staff, organization effectiveness, and security of data</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Assess knowledge management needs and assets in place</li> <li>b. Develop a plan and process to improve prioritized needs</li> <li>c. Select and use appropriate technology and practices that can address the identified needs</li> </ul>	2022	New Mexico Kids Matter Staff	Strong Internal Resources

<p>E. Update outreach, recruitment, and retention annually, including new ways to communicate CASA's mission</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Clarify or adjust target audiences, key messages, and methods for outreach, recruitment, and retention</li> <li>b. Identify timing and leads for outreach, recruitment, and retention strategies</li> <li>c. Measure the success of outreach, recruitment, and retention; continue what is working well</li> </ul>	2022-2024	New Mexico Kids Matter Staff	Communication and Outreach
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**Goal 3.** New Mexico Kids Matter contributes to positive, equitable outcomes for the children and youth in the court system.

<b>Goal 3 Objectives:</b>	<b>Target Timing</b>	<b>Lead</b>	<b>Key Strategies</b>
<p>A. Enhance the system for gathering and tracking performance metrics and outcomes</p> <p><b>Related Steps and Milestones</b></p> <ul style="list-style-type: none"> <li>a. Develop a plan that identifies critical performance and outcome measures</li> <li>b. Put into place one or more specialized metrics to reflect the ages and stages of children and youth served</li> <li>c. Document a measurement plan and related procedures to collect and review data</li> <li>d. Explore opportunities for longitudinal evaluation of children and youth post-dismissal</li> </ul>	2022	New Mexico Kids Matter Staff	Use of Data to Inform Decision Making

<p>B. Enhance and formalize the plan for system-level advocacy, amplifying the collective voices and needs of CASA children and youth so that they are considered in community and policy decisions</p> <p><b>Related Steps and Milestones</b></p> <p>a. Assign staff liaison to stay abreast of state and federal policy changes; liaison also will share and communicate with Staff and Board on critical issues</p> <p>b. Set up an internal system for understanding and communicating policy changes</p> <p>c. Communicate the needs of CASA children and youth to help inform local and state policy and practices</p>	<p>2022</p>	<p>New Mexico Kids Matter Staff and New Mexico Kids Matter Board</p>	<p>Advocacy at a System Level Education and Training</p>
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