

# **Domestic and Sexual Violence Services (DSVS)**



## **STRATEGIC PLAN 2014-2016**

### **OUR MISSION**

Domestic and Sexual Violence Services serves individuals, families and communities impacted by physical, sexual and emotional abuse and promotes healthy, equitable and violence-free relationships.

### **OUR VISION**

Domestic and Sexual Violence Services looks forward to the day when violence is no longer part of our daily lives.

## **2014-2016 Strategic Goals**

**Support and Nourish Program Vitality**

**Achieve Statewide Presence for our Power Up, Speak Out! Program**

**Develop a Comprehensive Approach to Sexual Assault Services**

**Develop a Diversified and Sustainable Funding Base**

**Engage in Effective External Communications**

## **2014-2016 Objectives**

- 1. Be a leader for domestic, sexual and teen dating violence service delivery in our service area.**
- 2. Strengthen Power Up, Speak Out! program and expand statewide.**
- 3. Develop and implement a plan to increase awareness of the services we provide to victims of sexual assault and to improve the quality of these services.**
- 4. Implement an organizational fundraising and development plan to produce additional operating reserves in the amount of \$60,000 over the three-year period from multiple sources.**
- 5. Develop and implement a communications plan that builds support for the DSVS mission, increases awareness of our work, and engages our partners and prospective clients.**

## GOALS, KEY ACTION STEPS, ACCOUNTABILITIES AND TIMELINE

### **GOAL 1: Support and Nourish Program Vitality**

**OBJECTIVE: Be a leader for domestic, sexual and teen dating violence service delivery in our service area.**

#### **Key Action Steps:**

- Create an internal measurement tool that will allow victims to evaluate DSVS services and provide feedback on criminal justice system if applicable.  
*Accountability: Executive Director and Direct Service Staff*  
*Timeline: March 2015*  
*Status:*
- Determine Staff and Board training needs and allocate funds for training.  
*Accountability: Executive Director*  
*Timeline: January 2014, 2015 and 2016*
- Recruit and train at least 20 new volunteer advocates.  
*Accountability: Volunteer Program Manager*  
*Timeline: December 2016*
- Create a written procedure with City and County law enforcement to implement Advocate Initiated Response (AIR) through our Coordinated Community Response (CCR) Team.  
*Accountability: Executive Director and Systems Coordinator*  
*Timeline: March 2015*  
*Status:*
- Create a written working agreement with Tri County Victim Witness Program.  
*Accountability: Executive Director and Systems Coordinator*  
*Timeline: December 2014*  
*Status:*
- Determine systems professionals' (law enforcement, judges, prosecutors and dispatchers) training needs and provide training to at least 6 systems professionals annually.  
*Accountability: Executive Director and Systems Coordinator*  
*Timeline: December 2014, 2015 and 2016*  
*Status:*

**GOAL 2: Achieve Statewide Presence for our *Power Up, Speak Out!* Program**

**OBJECTIVE: Strengthen *Power Up, Speak Out!* program and expand statewide.**

**Key Action Steps:**

- Double the number of trained teachers, currently 150, with an emphasis on new areas/locations.  
*Accountability: Education Staff*  
*Timeline: December 2016*  
*Status:*
  
- Create a database of trained teachers to facilitate communication and marketing efforts.  
*Accountability: Education Staff*  
*Timeline: September 2014*  
*Status:*
  
- Contact trained teachers at least once a year to encourage continued involvement and collect program feedback.  
*Accountability: Education Staff*  
*Timeline: April 2014, 2015 and 2016*  
*Status:*
  
- Organize and implement an evaluation program with at least 12 teachers throughout the state to provide feedback on our revised 5 lesson program, its effectiveness and relevancy.  
*Accountability: Education Staff*  
*Timeline: June 2015 and June 2017*  
*Status:*
  
- Launch new teacher friendly website with donor fundraising component.  
*Accountability: Education Staff*  
*Timeline: December 2014*  
*Status:*
  
- Investigate the process of becoming an evidence-based program.  
*Accountability: Executive Director and Education Staff*  
*Timeline: December 2015*  
*Status:*

**GOAL 3: Develop a Comprehensive Approach to Sexual Assault Services**

**OBJECTIVE: Develop and implement a plan to increase awareness of the services we provide to victims of sexual assault and to improve the quality of these services.**

**Key Action Steps:**

- Kick off sexual assault campaign to increase awareness of services.  
*Accountability: Communications and Development Coordinator*  
*Timeline: April 2015*  
*Status:*
  
- Include sexual assault advocacy in annual volunteer advocacy training.  
*Accountability: Volunteer Program Manager*  
*Timeline: October 2014, 2015 and 2016*  
*Status:*
  
- Meet with local hospital representatives, develop partnerships, identify gaps and provide training and outreach for implementing SANE procedures locally.  
*Accountability: Executive Director and Direct Service Staff*  
*Timeline: April 2014 and ongoing*  
*Status:*
  
- Create written procedures for staff and volunteers working specifically with sexual assault clients.  
*Accountability: Direct Service Staff*  
*Timeline: December 2014*  
*Status:*
  
- Create a list of area therapists for client referrals and provide training if needed.  
*Accountability: Direct Service Staff*  
*Timeline: April 2015*  
*Status:*

#### **GOAL 4: Develop a Diversified and Sustainable Funding Base**

**OBJECTIVE:** Implement an organizational fundraising and development plan to produce additional operating reserves in the amount of \$60,000 over the three-year period from multiple sources.

##### **Key Action Steps:**

- Secure at least one grant from a new or lapsed funding source annually.  
*Accountability: Executive Director and Communications and Development Coordinator*  
*Timeline: December 2014, 2015 and 2016*  
*Status:*
- Create and implement an annual fundraising plan.  
*Accountability: Executive Staff and Board of Directors*  
*Timeline: February 2014, 2015 and 2016*  
*Status:*
- Incorporate *Power Up, Speak Out!* program into fundraising efforts and external communications messaging.  
*Accountability: Executive Director and Communications and Development Coordinator*  
*Timeline: Quarterly each year*  
*Status:*
- Create and implement donor recognition plan.  
*Accountability: Executive Director and Board of Directors*  
*Timeline: December 2014*  
*Status:*
- Meet or talk with 6 current donors and introduce 2 new prospective donors per quarter to continue development efforts.  
*Accountability: Executive Director and Board of Directors*  
*Timeline: Quarterly*  
*Status:*
- Increase ease and visibility of making donations through both websites.  
*Accountability: Executive Director and Communications and Development Coordinator*  
*Timeline: June 2015*  
*Status:*
- Create and market monthly giving program.  
*Accountability: Executive Director and Communications and Development Coordinator*  
*Timeline: December 2014, marketing ongoing*  
*Status:*

**GOAL 5: Engage in Effective External Communications**

**OBJECTIVE: Develop and implement a communications plan that builds support for the DSVS mission, increases awareness of our work, and engages our partners, donors and prospective clients.**

**Key Action Steps:**

- Create a marketing and communications calendar to reach potential clients, donors, community partners, teachers and volunteers.

*Accountability: Executive Director and Communications and Development Coordinator*

*Timeline: December 2014, 2015 and 2016*

*Status:*

- Develop and implement a donor communication strategy.

*Accountability: Executive Director and Communications and Development Coordinator*

*Timeline: December 2014, 2015 and 2016*

*Status:*

- Create core marketing messages for DSVS and *Power Up, Speak Out!*

*Accountability: Executive Director and Communications and Development Coordinator*

*Timeline: December 2014*

*Status:*

- Develop a Crisis Communication Plan that outlines the public relations crisis procedures, protocols and practices.

*Accountability: Executive Director*

*Timeline: May 2015*

*Status:*