

## Strategic Initiative #1

Establish and support strong visionary, knowledgeable, responsive and accountable leadership on the staff and board.

Strong visionary, knowledgeable, responsive and accountable leadership on the part of both staff and board is a precursor for reestablishing the trust of members and stakeholders in the Coalition and for rebuilding an organizational infrastructure that supports the vision of CCADV.

### PRIORITIZED STRATEGIES

1. Hire an Executive Director for CCADV who has experience working with domestic violence, a vision for the Coalition, strong leadership skills, demonstrated ability to create a positive, productive and supportive work environment, to develop strong relationships with community partners and to implement a strategic vision for an organization through accountability, detailed plans and effective operations.
2. Expand the capacity of the CCADV Board of Directors for visionary, engaged, inspired leadership that furthers the ability of the Coalition to meet its vision.
3. Increase total accountability of CCADV (coalition to members, board to coalition, staff to coalition, ED to staff, board and coalition).
4. Annually review accomplishments to ensure accountability to strategic initiatives and membership.
5. Support opportunities for staff development that both advances their capacity for their work at CCADV and their personal learning objectives.

## Strategic Initiative #2

Serve as a powerful coalition that increases member capacity and represents the needs of programs throughout the state.

This is the key function of a state coalition. When we do the things that member programs don't have time to do, provide the resources to help them improve quality, effectiveness and efficiency, and represent their needs, the survivors of domestic violence are better served.

### PRIORITIZED STRATEGIES

1. Create an effective and efficient process for member recruitment.
2. Identify, develop and promote best practices in domestic violence work across domestic violence member programs and community partners.
3. Provide training, technical assistance, resources and support to build the capacity of domestic violence program members and allied professionals to meet the needs of the survivors and communities they serve.
4. Provide opportunities for member engagement, networking and shared expertise.
5. Increase safety and support for survivors by engaging in policy and systems change.

### Strategic Initiative #3

Develop a communications strategy that highlights the work and vision of the Coalition and facilitates engagement in that work.

It is important that domestic violence victims advocacy agencies and allied professionals speak in a unified voice in order to promote community understanding of issues related to DV. Local programs do not always have time to originate responses to issues, frame communication language, create campaigns, etc. By providing the framework for communications, templates for campaigns, talking points on key issue, etc., CCADV both expands the capacity of its members and helps promote cohesive messaging across the state. Increased communication with members helps CCADV identify needs, strengths and challenges among these agencies and professionals and defines the work of the Coalition.

#### PRIORITIZED STRATEGIES

1. Develop and implement a strategic communications strategy that increases the capacity of Coalition and members for effective communication with the public, increases awareness of CCADV, member programs and the issue of DV, and increases our collective ability to proactively address and respond to issues related to domestic violence.
2. Facilitate statewide and local approaches to communications.
3. Expand and improve communications with CCADV members.

## Strategic Initiative #4

Create a relevant and effective organizational model that supports high quality sustainable programs and advocacy efforts.

Specific attention to what is needed to support the level and breadth of quality programming CCADV wants to establish is necessary if it is to effectively realize its vision and successfully accomplish its strategic initiatives.

### PRIORITIZED STRATEGIES

1. Enhance the infrastructure of CCADV needed for the Coalition to effectively and efficiently carry out its vision. (Infrastructure would include website development, budget process, revised policies and procedures, staff development, technology, etc.)
2. Create and implement development plan to increase and diversify revenue streams required to support quality programs and advocacy efforts.
3. Identify organizational structure and related distribution of work among staff that supports capacity for sustained, quality work production.
4. Re-evaluate priorities annually to ensure sustained relevance to the vision for the Coalition.
5. Implement an intentional approach to determining the need for attention to additional and/or emerging issues and planning for how to meet the subsequent requirement for an increase in Coalition capacity.