

Strategic Plan: 2010

Statewide Parent Advocacy Network, Inc.

OUR VISION:

All families in New Jersey will have the resources and support they need to ensure that their children become fully participating and contributing members of our communities and society.

OUR MISSION:

The mission of the Statewide Parent Advocacy Network is to empower and support families and inform and involve professionals and others interested in the healthy development and education of children and youth.

PRIORITY:

SPAN's foremost commitment is to children and families with the greatest need due to disability; poverty; discrimination based on race, sex, language, immigrant, or homeless status; involvement in the foster care, child welfare, or juvenile justice systems; geographic location; or other special circumstances.

OUR GOALS:

Public Policy

SPAN, in collaboration with other organizations, will be a key public policy voice of families and children through engaging in research and advocacy at national, state, and local levels to improve education, health, human services, and other policies affecting children, youth, and families.

Our activities to achieve this goal will include:

- ♦ Prioritizing the level of SPAN's advocacy in issues based on the organization's mission, resources and capacity.
- ♦ Increasing SPAN representation on state and federal committees or boards which develop and/or influence policies impacting children, youth, and families.
- ♦ Developing non-partisan relationships and a positive reputation with our elected representatives at the state and federal level.
- ♦ Increasing the capacity of SPAN staff and volunteers to provide testimony at public hearings.

Technical Assistance & Individual Advocacy.

SPAN will provide high quality technical assistance and individual advocacy to families and organizations that result in improved outcomes for children, youth, and families.

Our activities to achieve this goal will include:

- ♦ Recruiting, developing and maintaining a cadre of volunteer SPAN resource parents (SRPs), including parents from every county and representing the language and cultural diversity of the state, who are able and willing to provide technical assistance to families, including providing support through mediation and due process.
- ♦ Supporting the continued professional development of SPAN technical assistance staff.
- ♦ *Increasing availability of SPAN technical assistance services that assist families and professionals to empower youth to be self-advocates as well as resources for each other.*

Education and Development

SPAN will be the lead organization in New Jersey providing comprehensive and effective education and training to families.

SPAN will provide pre-service and in-service professional development that enhances the capacity of professionals to effectively serve all children, youth and families.

Our activities to achieve this goal will include:

- ♦ Marketing and outreach to organizations who will be sponsors and/or clients (on a fee basis) for trainings and to families and professionals who are potential audiences for SPAN workshops and conferences.
- ♦ Ensuring that SPAN has sufficient staff capacity to meet the training opportunities resulting from increased demand due to changes in law and best practices.

- ♦ Ensuring that training staff are competent in all skills needed for provision of trainings of consistently high quality, including presentation skills, content knowledge and use of technology.
- ♦ Collaborating with professional organizations to increase opportunities for joint training of families and educators, administrators, service providers and other professionals in education, health, human services, and other family-serving fields.
- ♦ Increasing staff capacity to provide trainings through non-face-to-face venues, including cable TV, telephone and video conference, web seminars and other emerging distance learning technologies.

Family Support & Strengthening

SPAN will support and strengthen families through providing individual Parent-to-Parent support, developing and maintaining strong parent support groups, and facilitating effective family strengthening programs.

Our activities to achieve this goal will include:

- ♦ Incorporating family strengthening principles across projects, issue areas, and activities.
- ♦ Establishing partnerships (contracts and fee-based services agreements) with child welfare agencies, school districts, and county juvenile justice systems.
- ♦ Implementing awards and/or recognitions for individuals and/or organizations in order to encourage their work in this area.

Organizational Infrastructure

SPAN will maintain the strong and coordinated organizational infrastructure needed to achieve our goals, including sufficient qualified and effective staff and volunteers, appropriate facilities and technology, and effective internal and external communication mechanisms, while maintaining the highest degree of ethics and integrity.

Our activities to achieve this goal will include:

- ♦ Constantly improving the quality of SPAN personnel and their products or services through development and consistent communication of protocols for each of the internal and external roles that staff play on behalf of SPAN.
- ♦ Ensuring that staff understand the core mission of SPAN, the relationship of their particular position and/or project to this mission and the importance of collaboration across projects.
- ♦ Ensuring that all SPAN staff have the ability to work with families with cultural norms, values, learning styles and abilities that may be different from their own.
- ♦ Increasing the organization's capacity to serve families who need information, assistance, and support in languages other than English.

Fiscal

SPAN will secure sufficient funding from diverse private, corporate, and government sources to enable it to achieve its goals.

Our activities to achieve this goal will include:

- ♦ Engaging the resources of the SPAN board, staff, and volunteers to increase funding from private and corporate sources.
- ♦ Utilizing existing and newly developed SPAN publications to solicit donations and increase memberships.
- ♦ Increasing the capacity of SPAN staff to pursue fund development activities.

Evaluation

SPAN will use valid and appropriate methods to assess the effectiveness of its programs and activities in achieving its mission and fulfilling organizational and project requirements, identify unmet needs, and develop and implement effective programs and activities to address those needs.

Our activities to achieve this goal will include:

- ♦ Inculcating the organizational mission, vision and goals into staff and program evaluation tools and processes.
- ♦ Constantly reviewing and updating systems and protocols for data collection.
- ♦ Collecting and reporting both qualitative and quantitative (vignettes, stories and case studies) data to demonstrate program impact and effectiveness.
- ♦ Ensuring that staff can easily utilize data collection and reporting mechanisms.
- ♦ Utilizing the services of an outside evaluator for bi-annual evaluation