

High-level Opportunities and Emphasis for FY 11

Operational Vision

- Shaping the national and transnational conversation about domestic violence.
- Extending the organization's philosophy, practice, and products to regional, national, and international audiences.
- Inspiring its leadership to ensure staff accountability, development, and sustained integration of the mission, values, and vision.
- Establishing an organizational infrastructure, based in Latino values, that assures organizational sustainability and a continued entrepreneurial culture.

Strategic Area of Focus One

Research, Practice, and Products: Casa de Esperanza broadens the impact of its mission and builds social capital.

Strategies

- ❖ **Latino Youth and Domestic Violence: Letters from Youth to their Mothers About their Experience of Violence in the Home**
This study uses data collected as a group activity from Latino youth affected by domestic violence who are attending programs at two community sites in Atlanta, GA and the Twin Cities. The main objective of the study is to obtain more in-depth understanding about the impact of domestic violence on Latino youth witnesses and coping strategies that can inform interventions and policy. The data analysis phase of the project is complete. Interpretation and manuscript preparation will commence in the Fall semester 2010.
- ❖ **Latina Survivors of Domestic Violence who Stay in their Relationships**
This study explores the context and decision making process of Latina survivors of domestic violence who choose to stay with their violent partner. Focus groups with Latina survivors who are still living with their partner will be conducted in Atlanta and the Twin Cities and qualitative analysis of unidentified transcripts of the groups will be conducted.
- ❖ **Implement volunteer initiative to increase advocacy staff capacity.** Create comprehensive volunteer training curriculum to adequately prepare volunteers to provide advocacy to participants.
- ❖ **Conduct national gatherings.** Implement training institute in Santa Fe in September and an orientation for new OVW grantees in the winter.
- ❖ **Engage Latin@ organizations in our mission.** Get domestic violence on the agenda of national Latin@ leaders and organizations, e.g. NCLR, LULAC, Hispanic Congressional Caucus.

- ❖ **New and Enhanced Initiatives.** Successfully launch the Youth Advocacy Project funded by OVV. Deepen the Transitional Housing work and partners.
- ❖ **Create and Test a Community Capacity Scale.** This scale will allow us to measure—using academic rigor—if Casa de Esperanza’s approach to ending domestic violence works. This grant is in conjunction with Robert Wood Johnson Foundation where Casa was named as one of seven of the promising prevention organizations for immigrants in the country.

Strategic Area of Focus Two

Marketing/Communications—Casa de Esperanza is recognized as a leader in ending domestic violence and promoting social justice.

Strategies

- ❖ **Develop and maintain national domestic violence partnerships:** FVPF, NNEDV, NRC, IDVAAC, ClanStar, National Center on Domestic Violence, Trauma and Mental Health, SCSEA, University of Miami, Muski School, API
- ❖ **Enhance the breadth and scope** of the National Latin@ Network for Healthy Families and Communities.
- ❖ Implement **successful training and TA initiatives** within many states, local programs, and policy makers.
- ❖ Apply and secure funding from HHS as the **Culturally Specific National Institute** for Latin@s and Domestic Violence.
- ❖ Continue to **successfully market products** and tools and build them into our funding budgets as appropriate.

Strategic Area of Focus Three

Organizational Capacity: we have an effective, nimble organizational structure that supports its mission, values, and vision.

Strategies

- ❖ **Increase leadership opportunities** for staff: intentional shadowing and coaching by executives, reshape the management team.
- ❖ **Increase HR effectiveness:** update all job description, update employee handbook, and review and update hiring/selection/orientation process.
- ❖ **Increase Financial Management Effectiveness.** Transition financial management support services. Balanced year-end financials (no loss).

Strategic Area of Focus Five

Resource Development: ensure diversified funding that ensures long-term organizational viability and sustainability.

Strategies

- ❖ Meet all revenue projects.
- ❖ Meet Board stated goal of an operating reserve fund.
- ❖ Engage young Latin@ professionals in a “fundraising team”.