

*Report to:*

Montana Children's Trust Fund

2018 – 2022 Strategic Plan

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# MONTANA CHILDREN’S TRUST FUND

## 2018-2022 STRATEGIC PLAN

### VISION AND MISSION

- Vision:** Montana has healthy families, and children are safe from abuse and neglect.
- Mission:** The Montana Children’s Trust Fund strategically supports initiatives to effectively strengthen Montana’s families and keep children safe from abuse and neglect.

### GUIDING PRINCIPLES

The following principles guide the Montana Children’s Trust Fund’s work:

- Our Montana children, ages birth to 18 years:
  - Are born into and raised in safe, stable, nurturing environments; and
  - Have parents who have confidence in their parenting skills, and who know where to go for help.
- Our Montana communities:
  - Provide the training for parenting skills that people need and want;
  - Have resource directories in place so families can access and apply for services in streamlined ways;
  - Acknowledge the best practice parent approaches and specifically know about and value the protective factors;
  - Consider raising children in a priority community and collective responsibility; and
  - Learn from each other about the most effective approaches for parenting.

### GOALS

1. CTF supports sustainable, effective programs aligned with its priorities of safety, permanency, well-being, and continuous improvement.
2. CTF is sustainable and effective in meeting statewide needs.
3. People are aware of CTF and needs associated with child abuse and neglect.

## OBJECTIVES, STRATEGIES, AND OUTCOMES

Goal 1: CTF supports sustainable, effective programs aligned with its priorities of safety, permanency, well-being, and continuous improvement

Objective 1.1: Increase access to appropriate evidence-based and informed programs to support families and prevent child abuse and neglect

Strategies

1.1.1 Define CTF priorities for, and strategically invest in, grantee projects

Objective 1.2: Improve performance evaluation

Strategies

1.2.1 Develop and implement evaluation plan including outcomes, outputs, and performance measures for CTF and its grantees

1.2.2 Increase communication with grantees to support improved evaluation

1.2.3 Analyze CTF's role in broader child and family service systems through collective impact framework

1.2.4 Effectively manage current contracts

Outcomes

- Increase in protective factors to prevent abuse or neglect by parents and caregivers related to:
  - Nurturing and attachment
  - Knowledge of parenting and of child and youth development
  - Parental resilience
  - Social connections
  - Concrete support for parents
- Decrease in risk factors associated with reasons for service
- Increase in the availability of evidence-based and evidence-informed programs
- Increase in coordination across prevention, child welfare, and other child and family service systems
- Increase in the use of a continuum of evaluation approaches implemented

Goal 2: CTF is sustainable and effective in meeting statewide needs

Objective 2.1: Increase CTF funding

Strategies

2.1.1 Develop strategies to have Zero to Three general fund reinstated

Objective 2.2: Maintain current funding streams

Strategies

2.2.1 Maintain CBCAP federal grant

2.2.2 Encourage tax payers to donate to child abuse prevention through income tax check off campaign

Objective 2.3: Improve internal CTF communication

Strategies

2.3.1 Implement regular, bi-monthly updates by staff to the board focused on data

2.3.2 Conduct regular (quarterly) in-person board meetings

Goal 2: CTF is sustainable and effective in meeting statewide needs
Objective 2.4: Support diverse, representative CTF board of directors
Strategies
2.4.1 Align CTF board makeup with CBCAP standards
Outcomes
<ul style="list-style-type: none"> <li>• Increase in private, state, and federal funding for prevention and family support</li> <li>• Increase in number of agencies developing and implementing action plans to incorporate parent involvement</li> </ul>

Goal 3: People are aware of CTF and needs associated with child abuse and neglect
Objective 3.1: Increase awareness of value of efforts to prevent child abuse and neglect
Strategies
3.1.1 Define, prioritize, and strengthen partnerships
Objective 3.2: Increase visibility of CTF
Strategies
3.2.1 Develop branding map with consistent talking points on CTF
3.2.2 Conduct presentations to local stakeholders and organizations
3.2.3 Increase awareness of Child Abuse Prevention/Strengthening Families Month
3.2.4 Increase awareness of Not Even for a Minute Campaign
Outcomes
<ul style="list-style-type: none"> <li>• Increase in public understanding and engagement for the prevention of child abuse and neglect</li> <li>• Increase in coordination across prevention, child welfare, and other child and family service systems</li> </ul>