



**Advisory Committee to the
Court Appointed Special Advocate
and Children's Justice Act Programs**

Meeting virtually via Webex

For meeting access information, contact Melissa O'Neill at
Melissa.oneill@dcjs.virginia.gov or 804-786-6429

AGENDA

July 31, 2020

- 1. Call to Order and Roll Call**
- 2. Approval of Past Minutes**
- 3. Recognition of Advisory Committee Member Service**
- 4. Set Meeting Dates for 2021**
- 5. By-laws Approval**
- 6. CASA Program Update**
- 7. CJA Program Update**
- 8. Citizen Review Panel – Shannon Hartung- Virginia Department of Social Services**
- 9. New Business**
- 10. Adjournment**

**Advisory Committee to the Court Appointed Special Advocate and Children’s Justice Act Programs
Strategic Planning Meeting**

THREE-YEAR RECOMMENDATIONS DEVELOPMENT

<p>Proposed Three-Year Recommendations</p>	<p>Develop multidisciplinary trainings with a racial equity lens and a focus on trauma-informed care for Virginia professionals and volunteers involved in the investigation, prosecution, and judicial handling of child maltreatment.</p>	<p>Convene and provide ongoing technical assistance to localities around Virginia to increase implementation of training content.</p>	<p>Identify and disseminate additional resources that are available to support evidence-based and best practices in the Commonwealth.</p>	<p>Track and analyze policies, procedures, and legislation that may have an impact on the criminal justice and child protective systems.</p>	<p>Encourage the implementation, development, and growth of certified CASA programs throughout the Commonwealth.</p>	<p>Support efforts that enhance collaboration among local courts and child welfare stakeholders and consistency of judicial handling of child abuse cases.</p>
<p>Priority Areas</p> <p>A-investigative, administrative, and judicial handling of cases of child abuse and neglect, including child sexual abuse and exploitation, as well as cases involving suspected child maltreatment related fatalities and cases involving a potential combination of jurisdictions, such as intrastate, interstate, Federal-State, and State-Tribal, in a manner which reduces the additional trauma to the child victim and the victim’s family and which also ensures procedural fairness to the accused; B-experimental, model, and demonstration programs for testing innovative approaches and techniques which may improve the prompt and successful resolution of civil and criminal court proceedings or enhance the effectiveness of judicial and administrative</p>	<p>A</p>	<p>B</p>	<p>B</p>	<p>C</p>	<p>A/B</p>	<p>A/B</p>

<p>action in child abuse and neglect cases, particularly child sexual abuse and exploitation cases, including the enhancement of performance of court appointed attorneys and guardians ad litem for children, and which also ensure procedural fairness to the accused; and C-reform of State laws, ordinances, regulations, protocols, and procedures to provide comprehensive protection for children, which may include those children involved in reports of child abuse or neglect with a potential combination of jurisdictions, such as intrastate, interstate, Federal-State, and State-Tribal, from child abuse and neglect, including child sexual abuse and exploitation, while ensuring fairness to all affected persons.</p>						
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Virginia CASA Program Report – NCASA/GAL Branding Campaign

Background

CASA of Central Virginia, in partnership with the Virginia Department of Criminal Justice Services (DCJS) was awarded a \$60,000 Branding Campaign grant from the National Court Appointed Special Advocate/Guardian ad Litem Association for Children (NCASA/GAL). The grant funds were used to tailor the “Change a Child’s Story” national awareness branding campaign to Virginia. Virginia CASA programs have never had resources for a concentrated awareness campaign.

The Campaign was a SUCCESS!

The goal of this first-ever Virginia CASA awareness campaign was to increase overall awareness of the CASA programs in two identified market areas by driving traffic to the newly launched Virginia CASA website, www.virginiacasa.org. Based on the data and analytics from the Virginia CASA website and the number of volunteer inquiries to local programs, a conclusion can be drawn that investments in public awareness activities works.

The Change a Child’s Story Virginia Campaign

- The campaign focused on two Designated Market Areas (DMAs): Coastal Virginia and Lynchburg/Roanoke. Fourteen local CASA programs were included in the DMAs.
- The grant objectives were to increase the overall awareness of the CASA program in the two DMAs, to target “already there” candidates through social, radio and print media, and to increase the number of volunteer inquiries to local programs. “Already there” candidates are potential volunteers with specific demographics as defined by NCASA/GAL. These candidates are individuals with key demographics of volunteers already involved in CASA volunteer work.
- The campaign ran October 1 through November 30, 2019.
- Paid Social Media - \$6000
 - Targeted ads were purchased and ran on the state CASA Facebook page following the specifications provided by the NCASA/GAL branding guidelines
 - Specific ads were targeted to the “already there” audience
- Radio - \$22,224
 - Radio ads (30 second spots) were purchased at two select radio stations in each identified DMA
 - The radio stations selected had the highest reach to the target population
 - Radio station coverage reached 16 local CASA programs
- Print and associated digital media - \$31,776
 - Half page ads were purchased in local newspapers
 - Associated digital media was included in print media purchases (i.e., banners on newspaper websites)
 - Newspapers were selected with the largest distribution¹ to the most CASA



programs in the DMAs

Campaign Outcomes

Objective: Increase overall awareness of the Virginia CASA programs through targeted strategies to potential “already there” volunteers.

Strategy: Increase awareness about the CASA programs in two specific DMAs (Coastal VA and Roanoke/Lynchburg) by driving potential “already there” volunteers to the newly established Virginia CASA website to learn more about the CASA program through paid social media, radio, and print media.

Outcome: The paid social media on Facebook produced 155,968 impressions during the campaign period (October 1- November 30). **Impressions** are the number of times a post from your page is displayed. The Virginia CASA website experienced a dramatic increase in unique users during the campaign (4344% increase) and a slight increase after the close of the campaign (17%). **Unique users** refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. **Visits** refer to the number of times a site is visited, no matter how many visitors make up those visits. Additionally, the total page views increased during the campaign period (2566%).

The CASA programs in the DMAs tracked volunteer inquiries to determine how prospective applicants heard about the program. While there was not specific data to indicate a correlation to the State Branding Campaign in the data provided, there was a significant increase in the number of volunteer inquiries during the campaign period. The greatest increase was in “other” types of inquiries (795%) and a slight increase was observed in “internet” inquiries (440%) during the campaign timeframe.

Analytics

An in-depth review of Google Analytics reveals even greater success of the Branding Campaign efforts. Analytics location data prior to the campaign indicated the top three localities where users were logging onto the Virginia CASA website were Fairfax, Richmond and Virginia Beach; only one of these localities fell within is a DMA for the media campaign. During the Branding Campaign, the top three localities were Virginia Beach, Lynchburg and Charlottesville. All of these are media campaign DMAs.

The Analytics Acquisition reports indicate how users access the Virginia CASA website. This data revealed the most significant correlations to the Branding Campaign efforts through demonstrated increases in Direct, Social, and Referral. These specific types of connections suggest users connected to the Virginia CASA website through social media, another internet

¹ Based on feedback from the Network, a change was made to include the Virginian-Pilot rather than the Daily Press. The Virginian-Pilot included more CASA programs within its distribution area and had a broader readership.



Virginia Department of Criminal Justice Services

Court Appointed Special Advocate (CASA) Program

site (newspaper or digital media), or by directly typing in the Virginia CASA website address after hearing on the radio. This data demonstrates a correlation to the branding campaign efforts.

Once the campaign ended, these numbers decreased significantly.

This was the first opportunity for Virginia CASA programs to launch a statewide branding campaign effort. It is exciting to see the promising results based on the data and metrics. Further evaluation of volunteer recruitment and sign-ups data from the DMAs may reveal additional information on the success of the campaign.



Reports

Analytics Location Data (Two Weeks Prior to Campaign)

Analytics Virginia CASA All Web Site Data Go to report

Location ALL > COUNTRY: United States > REGION: Virginia Sep 16, 2019 - Sep 30, 2019

All Users 42.06% Users

Map Overlay Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53 % of Total: 42.06% (126)	48 % of Total: 40.68% (118)	68 % of Total: 46.38% (146)	36.76% Avg for View: 58.22% (-36.85%)	2.97 Avg for View: 2.27 (30.63%)	00:01:52 Avg for View: 00:01:23 (34.74%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. Fairfax	5 (8.62%)	4 (8.33%)	5 (7.35%)	20.00%	2.60	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Richmond	5 (8.62%)	3 (6.25%)	5 (7.35%)	40.00%	2.60	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Virginia Beach	5 (8.62%)	2 (4.17%)	10 (14.71%)	70.00%	1.60	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Roanoke	3 (5.17%)	3 (6.25%)	4 (5.88%)	0.00%	2.25	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Abingdon	2 (3.45%)	2 (4.17%)	2 (2.94%)	0.00%	4.00	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Arlington	2 (3.45%)	2 (4.17%)	2 (2.94%)	0.00%	4.00	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Lynchburg	2 (3.45%)	1 (2.08%)	3 (4.41%)	33.33%	1.67	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Newington	2 (3.45%)	2 (4.17%)	2 (2.94%)	0.00%	6.50	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Newport News	2 (3.45%)	0 (0.00%)	3 (4.41%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Norfolk	2 (3.45%)	2 (4.17%)	2 (2.94%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

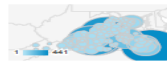
Rows 1 - 10 of 36

Analytics Location Data (During the Campaign)

Location ALL > COUNTRY: United States > REGION: Virginia Oct 1, 2019 - Nov 30, 2019

All Users 65.40% Users

Map Overlay Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,673 % of Total: 65.40% (5,616)	3,646 % of Total: 65.16% (5,601)	4,208 % of Total: 66.38% (6,320)	84.05% Avg for View: 85.83% (1.48%)	1.38 Avg for View: 1.49 (-1.31%)	00:00:30 Avg for View: 00:00:27 (10.89%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. Virginia Beach	441 (11.85%)	435 (11.93%)	476 (11.31%)	79.83%	1.44	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Lynchburg	382 (10.27%)	379 (10.39%)	467 (11.16%)	92.29%	1.18	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Charlottesville	378 (10.16%)	368 (10.09%)	446 (10.60%)	88.57%	1.27	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Forest	335 (9.01%)	330 (9.05%)	408 (9.70%)	94.36%	1.09	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	181 (4.87%)	176 (4.82%)	205 (4.82%)	82.93%	1.31	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Richmond	160 (4.30%)	159 (4.36%)	161 (3.83%)	83.23%	1.44	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Roanoke	131 (3.52%)	130 (3.57%)	138 (3.28%)	89.86%	1.12	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Newport News	124 (3.32%)	121 (3.32%)	135 (3.21%)	83.70%	1.47	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Chesapeake	101 (2.72%)	100 (2.74%)	114 (2.71%)	66.67%	1.75	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Norfolk	94 (2.53%)	94 (2.58%)	104 (2.47%)	84.62%	1.52	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 161

Analytics Location Data (Two Weeks After the Campaign)



Court Appointed Special Advocate (CASA) Program

Analytics Virginia CASA
All Web Site Data

[Go to report](#)

Location

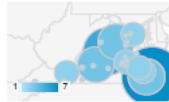
ALL » COUNTRY: United States » REGION: Virginia

Dec 1, 2019 - Dec 15, 2019

All Users
36.49% Users

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54 % of Total: 36.49% (148)	42 % of Total: 32.31% (130)	60 % of Total: 38.46% (156)	48.33% Avg for View: 67.95% (-28.87%)	2.25 Avg for View: 1.88 (19.39%)	00:01:33 Avg for View: 00:00:53 (74.07%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Virginia Beach	7 (12.96%)	5 (11.90%)	7 (11.67%)	85.71%	1.71	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Charlottesville	5 (9.26%)	4 (9.52%)	5 (8.33%)	80.00%	1.20	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Culpeper	3 (5.56%)	2 (4.76%)	3 (5.00%)	33.33%	1.67	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Lynchburg	3 (5.56%)	2 (4.76%)	5 (8.33%)	40.00%	2.00	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Norfolk	3 (5.56%)	3 (7.14%)	3 (5.00%)	0.00%	3.00	00:06:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Portsmouth	3 (5.56%)	2 (4.76%)	4 (6.67%)	50.00%	2.50	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Alexandria	2 (3.70%)	2 (4.76%)	2 (3.33%)	50.00%	1.50	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Newport News	2 (3.70%)	1 (2.38%)	3 (5.00%)	33.33%	2.00	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Pulaski	2 (3.70%)	2 (4.76%)	2 (3.33%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Richmond	2 (3.70%)	2 (4.76%)	2 (3.33%)	0.00%	3.50	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)



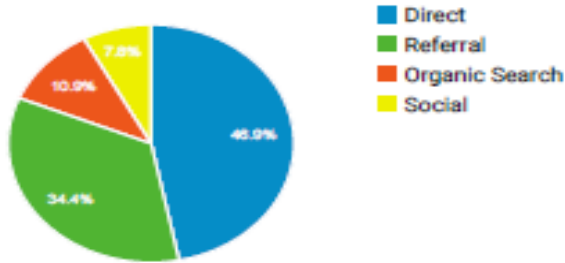
Analytics Virginia CASA All Web Site Data

Acquisition Overview

All Users
100.00% Users

Primary Dimension: Top Channels
Conversion: All Goals
Edit Channel Grouping

Top Channels



Users



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	126	118	146	58.22%	2.27	00:01:23
1 Direct	60			81.54%		
2 Referral	44			20.00%		
3 Organic Search	14			61.90%		
4 Social	10			90.00%		



Virginia Department of Criminal Justice Services

Court Appointed Special Advocate (CASA) Program

Analytics Acquisition Reports (During the Campaign)

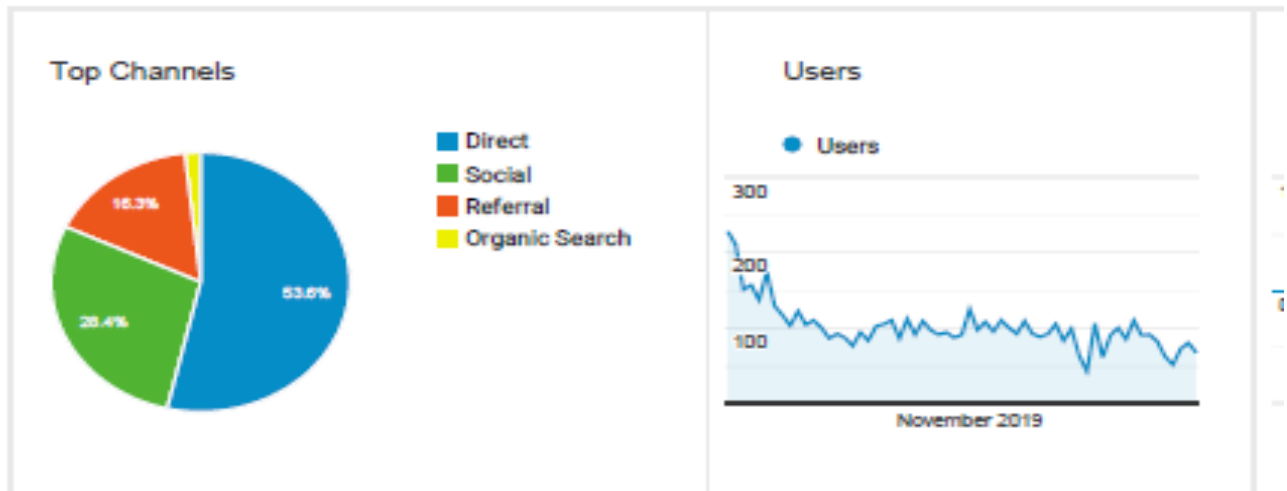


Analytics **Virginia CASA**
All Web Site Data

Acquisition Overview

All Users
 100.00% Users

Primary Dimension: **Top Channels** | Conversion: **All Goals** | [Edit Channel Grouping](#)



	Acquisition			Behavior		
	Users +	New Users -	Sessions -	Bounce Rate -	Pages / Session -	Avg. Session Duration -
	5,616	5,601	6,320	82.83%	1.40	00:00:27
1 Direct	3,023	<div style="width: 50%;"></div>		86.44%	<div style="width: 100%;"></div>	
2 Social	1,602	<div style="width: 30%;"></div>		83.17%	<div style="width: 100%;"></div>	
3 Referral	918	<div style="width: 15%;"></div>		75.63%	<div style="width: 100%;"></div>	
4 Organic Search	96	<div style="width: 5%;"></div>		39.02%	<div style="width: 50%;"></div>	

Analytics Acquisition Reports (Two Weeks After the Campaign)



Analytics Virginia CASA All Web Site Data

Acquisition Overview

All Users
100.00% Users

Primary Dimension:

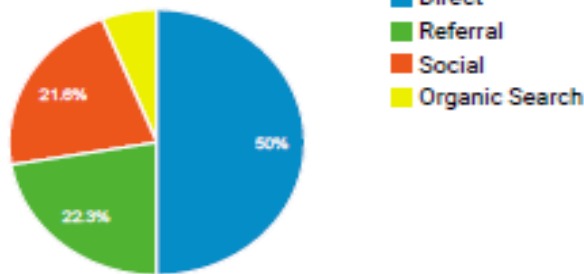
Conversion:

Top Channels

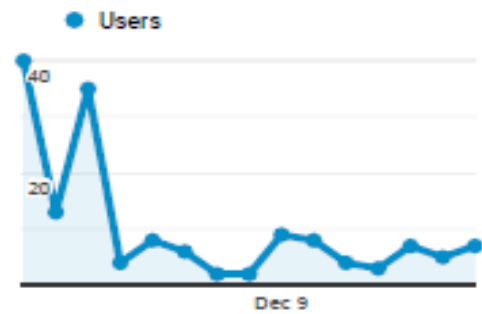
All Goals

Edit Channel Grouping

Top Channels



Users



	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	148	130	156	67.95%	1.88	00:00:53
1 Direct	74			87.01%		
2 Referral	33			14.71%		
3 Social	32			90.91%		
4 Organic Search	9			33.33%		

Advisory Committee to the Court Appointed Special Advocate and Children's Justice Act Programs By-Laws

ARTICLE I

Name

The name of this Committee shall be the Advisory Committee to Court-Appointed Special Advocate and Children's Justice Act Programs (Advisory Committee).

ARTICLE II

Purpose

Section 1.

The purpose of the Advisory Committee to the Court Appointed Special Advocate Program shall be to advise the Criminal Justice Services Board on all matters relating to the Court Appointed Special Advocate Program and the needs of the clients served by the program; to make recommendations as it may deem necessary and proper, and to carry out such responsibilities assigned to it under Chapter 1 of Title 9 of the Code of Virginia (Sections 9.1-151 through 9.1-157).

Section 2.

The Advisory Committee shall oversee the Children's Justice Act Program, and in this capacity serve as the advisory body for the purposes of Virginia's participation in this federal program for improving the investigation and judicial handling of child abuse pursuant to: Section 107 (c) (d) and (e) of Title I of the Child Abuse Prevention and Treatment Act (CAPTA) [U.S.C.42, 5106c] as amended by Public Law (P.L) 111-320 "The CAPTA Reauthorization Act of 2010", which provides for a Task Force on Children's Justice.

ARTICLE III

Members

Section 1.

Membership of the Advisory Committee to the Court-Appointed Special Advocate and Children's Justice Act Programs is established by Section 9.1-151 of the Code of Virginia and Section 107 (c) of Title 1 of CAPTA.

Section 2.

The Criminal Justice Services Board (CJSB) shall appoint members to the Advisory Committee to the Court-Appointed Special Advocate and Children's Justice Act Programs. However, the Executive Secretary of the Supreme Court of Virginia, the Commissioner of the

Virginia Department of Social Services (VDSS), and the Commissioner of the Virginia Department of Behavioral Health and Developmental Services (DBHDS) or their designee may serve as ex officio members without appointment by the CJSB. Further, an individual experienced in working with homeless children and youth as defined in the McKinney-Vento Homeless Assistance Act required by the Children's Justice Act may serve as an ex officio member without appointment by the CJSB.

Section 3.

Members of the Advisory Committee shall refrain from voting on any grant or contract which would have a direct financial impact upon the agency or organization which they serve, or the office they hold by virtue of employment, appointment, or election, or which would have a direct financial impact upon the political subdivision in which they serve by virtue of employment, appointment, or election.

Section 4.

If any member's lack of attendance causes concern, DCJS staff may inform the Chairperson, who shall then call the absences to the attention of the member and may recommend to the committee whatever action he or she deems appropriate in the circumstances.

Section 5.

Members of the Advisory Committee may appoint a substitute if they will be unavoidably absent from a meeting. Such appointments should be made in writing to DCJS via e-mail, and received at least 24 hours in advance of each meeting which the members will be unable to attend when practicable. Substitutes attending meetings of the Advisory Committee and its subcommittees may participate in discussion; however, they shall not have voting privileges.

ARTICLE IV

Terms of Office

Section 1.

The Criminal Justice Services Board shall appoint Advisory Committee members for four-year terms of office.

Section 2.

Appointed members shall be limited to serving a maximum of two consecutive terms of office. However, the members representing the Executive Secretary of the Supreme Court of Virginia, the Commissioner of the Virginia Department of Social Services, the Commissioner of the Virginia Department of Behavioral Health and Developmental Services, and the McKinney-Vento Act representative, may serve without term limits.

ARTICLE V

Officers

Section 1.

The Advisory Committee shall elect a Chairperson from its membership biennially.

Section 2.

The Advisory Committee shall elect a Vice Chairperson from its membership biennially.

Section 3.

In even-numbered years, the Advisory Committee shall biennially elect officers at the last meeting of the year prior to July 1. Those elected shall take office effective July 1.

Section 4.

In the absence of the Chairperson, the Vice Chairperson shall preside at meetings. In the event of the absence of both the Chairperson and Vice Chairperson, the Chairperson shall appoint a Chairperson Pro Tempore and, if he does not, the quorum of members present at any meeting shall elect a Chairperson Pro Tempore to preside for the meeting.

Section 5.

In the event that the Chairperson or Vice Chairperson does not serve their full term, the Advisory Committee shall elect a new Chairperson or Vice Chairperson from its membership to fill the unexpired term.

ARTICLE VI

Meetings

Section 1.

The Advisory Committee shall schedule four regular meetings a year. The Chairperson shall fix the times and places of the meetings, either on his own motion or upon written request of any five members of the Committee. The annual schedule of meetings shall be set at the last meeting prior to September 1.

Section 2.

Special meetings may be called by the Chairperson or may be called at the request of any three members.

Section 3.

A majority of the Advisory Committee shall constitute a quorum to do business. Decisions may be made by the majority of those present and voting.

Section 4.

Whenever possible and practical, Advisory Committee meetings and such meetings of subcommittees of the Committee as may be necessary shall be scheduled for the same day, or on adjacent days, to save travel and lodging costs.

Section 5.

The Department of Criminal Justice Services staff shall be responsible for the recording and maintenance of minutes and records of the Advisory Committee and its subcommittees and perform such additional duties as shall be assigned by the Committee or its Chairperson. The Department of Criminal Justice Services shall provide staff support to the Advisory Committee.

Section 6.

Any materials or supporting documents associated with the upcoming meeting shall be provided in advance of the meeting when practicable.

ARTICLE VII

Committees

Section 1.

The Chairperson shall appoint such subcommittees as needed to carry out the work of the Advisory Committee.

Section 2.

Subcommittees shall make their reports to the Advisory Committee. Whenever possible and feasible, the written report shall be distributed to the Advisory Committee members prior to the meeting.

ARTICLE VIII

Parliamentary Authority

The Rules contained in the most current edition of Robert's Rules of Order Newly Revised shall govern the Advisory Committee and its subcommittees in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special order the Advisory Committee may adopt.

ARTICLE IX

Amendments of Bylaws

These bylaws may be amended at any regular meeting of the Advisory Committee by a two-thirds vote of the members present, provided that the amendment has been submitted in

writing at the previous regular meeting and provided that the amendment is not in conflict with any applicable state and federal laws and regulations.

Revised: August 9, 2019

CASA/CJA Advisory Committee Meeting

July 31, 2020 10 a.m. – 12 p.m.

REPORT: *Court Appointed Special Advocate Programs (CASA)*

Prepared by: Melissa O'Neill, CASA Coordinator - DCJS

I. COVID Crisis Support

During the COVID crisis, DCJS has sought to provide leadership and support to the CASA program network to assist in navigating this unprecedented time. DCJS facilitated 9 on-line COVID Network Support meetings using virtual technology since the COVID crisis began. Meeting agendas include topics to assist programs with navigating program operations and management. DCJS created a link on the Virginia CASA Google Drive specifically for COVID support and encouraged programs to share resources. The Google Drive provides ease of access for information sharing among the CASA programs. Meetings were held weekly for the first two months and are now held every three weeks.

II. DCJS CASA Grant Program Virtual Compliance Monitoring Enhanced Programmatic Desk Review for Remote Site Visits

Included in the attachments is a complete report of Compliance Monitoring of CASA programs.

III. National CASA Branding Campaign Grant

DCJS partnered with CASA of Central Virginia to implement a National CASA Association Branding Campaign in the Fall of 2019. CASA of Central Virginia managed the grant on behalf of the state of Virginia and DCJS provided administrative support through collection of data and reporting. Virginia utilized the funds for social media, print and radio marketing in two identified markets as prescribed by the NCASAA marketing strategy. Advisory Committee members were briefed on the outcomes of the campaign during the last meeting in January. A final report is included with this report for review and information. DCJS partnered with Fairfax CASA program to apply for another Branding Campaign opportunity to benefit programs in the Northern Virginia region in March 2020. Unfortunately, the grants were not awarded due to COVID. DCJS will consider applying for the funds in the future if the grant becomes available again.

IV. CASA Manager Surveys

DCJS worked in collaboration with the CASA Manager User Group (CMUG) and the DCJS Research Center to develop and implement two CASA Manager Surveys. The first survey assessed training needs and the second survey assessed overall use of the CASA Manager database. The surveys were completed and results reviewed at the February CMUG

meeting. Follow up strategies based upon the surveys are established but have been delayed due to COVID.

V. Training

Due to COVID, two in-person, planned training events were cancelled. A session on governance and volunteer recruitment and marketing will be rescheduled at a later date. One CASA Conversations session was held on the topic of Information Sharing and Confidentiality hosted by Melissa O’Neill, DCJS State CASA Program Coordinator. Several additional sessions are planned for the remainder of the calendar year.

The CASA College plans to launch the “Advo-chat” series this summer. CASA programs have been submitting current lists of active volunteer contacts for inclusion in the email distribution. Participants will be welcomed as “CASA College” participants and invited to future training events.

DCJS arranged for a Virginia-specific Training of Facilitators (TOF) session with National CASA for certification of Pre-Service Volunteer Curriculum trainers. The session will take place virtually July 9, 10 and 13, 2020. The State Leadership Team’s Training Committee is participating. This will enable the team to begin the process of adapting the Virginia Case Studies curriculum to the latest version of the NCASA/GAL training curriculum. Twenty-one participants from Virginia will participate in the TOF session in July. The new standards will require all staff members to complete a TOF certification in order to provide pre-service training for volunteers.

VI. DCJS Funding

DCJS successfully processed CASA grant applications from CASA programs for FY21 funding, to include \$1.5 million dollars in VOCA funds and \$1,615,000 in state general funds in a formula grant program. Due to the COVID crisis, DCJS waived match requirements for the FY20 fourth quarter and for FY21 in an effort to provide economic relief.

CASA/CJA Advisory Committee Meeting

July 31, 2020, 10 a.m. – 12 p.m.

REPORT: *Children’s Justice Act (CJA)*

Prepared by: Jenna L. Foster, Children’s Justice Act Coordinator - DCJS

I. CHILD DEATH INVESTIGATION PROTOCOL

DCJS contracted to have a model protocol for child death investigations developed. The completed protocol was submitted to DCJS in December 2019. Conversations regarding an updated training plan (due to COVID restrictions for in-person training) are being held now. A virtual option, including the possibility of a train-the-trainer model, is being considered.

II. VICARIOUS TRAUMA TRAINING

DCJS concluded the last of six regional vicarious trauma trainings in May. The final training was held virtually over two days and has been recorded for future use. The training, “*When Healing Hurts: Making Systemic Change to Address Vicarious Trauma,*” brings child welfare, advocacy, law enforcement, behavioral health, and victim services directors, staff and volunteers together to recognize that vicarious trauma is an occupational challenge in the field of victim services and that working with victims of violence and trauma can put individuals and organizations at risk for a range of negative consequences. The training approaches vicarious trauma in the workplace as a risk management issue where organizations providing services to a high level of trauma victims have a practical and ethical responsibility to address occupational toxic stress.

The CJA Coordinator has also partnered with the DCJS’ Center for School and Campus Safety to provide this vicarious trauma training for School Resource Officers (SROs), law enforcement, and education personnel. The live virtual trainings will be held in mid-July.

III. 2021-2024 THREE-YEAR RECOMMENDATIONS SUBMITTED

During the CASA-CJA Committee’s Strategic Planning Session in October 2019, the Committee developed several key recommendations for use in the 2021-2024 CJA Three-Year Plan. Staff continued to work with the suggested recommendations to fine-tune language, feasibility, and fit of each recommendation with the goals of CJA. The final recommendations, approved by the CASA/CJA Advisory Board in January 2020, were submitted to the Children’s Bureau in May for consideration and funding.

IV. DIVERSITY, EQUITY AND INCLUSION (DEI) TRAINING

DCJS is planning to facilitate DEI training for child welfare staff. The specific focus will be on:

- Forensic interviewing using a DEI lens
- Addressing your own level of comfort with DEI (to include implicit bias)
- Organizational temperature check related to DEI

Other topics are also being considered.

V. POLICY RELATED TO DEI AGENCY RESPONSES

Several child welfare agencies have requested technical assistance on agency-wide communication strategies that are mission-driven and take DEI into consideration. DCJS is compiling best practices/promising practices that are currently being used nationwide to address the social impacts of various key issues happening in our country today. With consideration to staff, volunteers, and donors, agencies are requesting additional guidance on messaging and communication strategies that will be agency-wide.



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DCJS Virtual Compliance Monitoring

Enhanced Programmatic Desk Review for Remote Site Visits

CASA Grant Program

Background

Virginia remains under a state of emergency, and on March 23, Governor Ralph Northam signed Executive Order 53, which ordered all public K-12 schools to remain closed through the end of the school year and required many businesses classified as "non-essential" to close.

Governor Northam repeatedly reiterated that we are in the middle of a crisis that we haven't seen the worst of yet. Using the CDC's data representation of a curve, indicating growing COVID-19 cases before they decline, The Governor said that we're not close to hitting the peak of the curve yet, but he is working to flatten it among Virginians as much as possible through the orders and restrictions that have been put into place.

Governor Northam said the coronavirus has created "a new normal" that Virginians are working to adapt to for the foreseeable future to lessen the virus' impacts.

Effective March 16, 2020, DCJS moved to maximum telework capacity. All staff began working remotely and will be available to assist grantees stakeholders, and the public during this period.

Until otherwise notified, all planned on-site monitoring will be conducted as remote monitoring or postponed to a later date. At this point CASA staff (Terry Willie-Surratt) began contacting CASA Grant Sub-Grantees scheduled for a Site Visit through May 2020 to work out the details for the remote monitoring process. If an organization was unable to participate in remote monitoring due to operational limitations, the visit was rescheduled for a later time.

Process Components

- **Programmatic Desk Review**-Monitor will conduct programmatic desk reviews with a comprehensive review of materials available in the grant file to determine administrative and programmatic compliance and monitor recipient performance.
- **Remote In-depth Monitoring**– In-depth monitoring performed remotely from the grantor site. Grant monitor will assess the programmatic integrity and accountability of grants and sub-grantees using virtual and telephonic communication methods for interacting with grantees and reviewing grant files.
- **Enhanced Financial Desk Review** – In-depth monitoring performed remotely from the grantor site. Monitor will assess the financial integrity and accountability of their grants and grantees using



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Virginia Department of Criminal Justice Services

virtual and telephone communication methods for interacting with grantees and reviewing grant general ledgers and supporting documents.

Process Tools

- Pre-Desk Review Tool
- Virtual Enhanced Remote Monitoring Checklist
- Case and Volunteer File Review Checklists
- Enhanced Financial Desk Review Survey

Remote In-Depth Monitoring Process

- Virtual and Telephone Communication Entrance Conference with Project Director facilitated by Monitor
- General Grant Documentation Review via Virtual and Telephone Communication Methods
- Regulatory Case File Review via Virtual and Telephone Communication Methods
- Program Management Review
 - Monitor and Designated Staff will review CASA Manager Data System via Virtual and Telephone Communication Methods
 - Pre-Service Training Manual review via Telephone and Communication Methods
- Personnel Review
 - Required documents will be submitted electronically by sub-grantee
- Policies/Protocols
 - Required documents will be submitted electronically by sub-grantee
- **The following will be discussed via Virtual and Telephone Communication Methods:**
 - Special Conditions for the current grant year, if applicable;
 - Grant goals and objectives;
 - Labeled Equipment purchased with grant funds;
 - How program's Board of Directors, staff, and volunteers reflect and/or are representative of the client population served and the program's community;
 - How staff are evaluated, how often evaluations occur, and when the most recent evaluations were completed;



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- Grant funded Staff Interviews will be facilitated by the Monitor via Virtual and Telephone Communication Methods

Enhanced Financial Desk Review

- The Individual who is responsible for Financial Management will be identified and will be scheduled for a Virtual Telephonic Communication interview.
- The Financial Manager will be emailed the Enhanced Financial Desk Review Survey to complete and return to the monitor via email within 30 days after the interview.

Current Status

- The following Programs were scheduled for Remote Site Visits:
 - NRV CARES CASA of the New River Valley—4/8-9/20
 - Chesapeake CASA—8/16/20
 - Rappahannock Area CASA—4/30/20
 - SCAN of Northern Virginia (Alexandria/Arlington) CASA--5/12/20
 - Fairfax CASA, Inc.—5/14/20
 - Voices for Kids CASA Program SE VA—5/26/20
 - 29th Judicial District CASA Program, Inc.—6/25/20
 - Blue Ridge CASA for Children –7/2/2020
 - Newport News CASA, Inc.—7/22/20
 - Greater Richmond SCAN (Richmond CASA)—7/30/20
 - Chesterfield CASA—8/6/20
 - Friends of Portsmouth Juvenile Court—8/11/20
 - Hanover County CASA—9/10/20
 - People Incorporated of Virginia—9/17/20
 - Wise County (LPOY)—9/24/20
 - Northern Neck CASA—10/01/20
 - Colonial CASA—10/15/20
- Reached out to Programs to schedule conversations in regards to their abilities to participate in the Enhanced Desk Review Remote Monitoring process.

CASA/CJA Advisory Committee Guidance Policy

III. Confidentiality and Information Sharing

1. CASA volunteers have access to records and information related to the child upon presentation of a valid court order of appointment. Va. Code §9.1-156(A).
2. CASA volunteers may share with the Guardian ad litem information gathered on the child. Va. Code § 9.1-153 (A)(4).
3. In order to have access to any records or information related to a child's parent or guardian or any other individual, the CASA volunteer must obtain an authorization for the release of information signed by that parent or guardian or other individual. Further, if the CASA volunteer intends to share that information outside of the official court report, the release of information form must specifically state with whom this information may be shared. Authorizations for the disclosure of health records and information, including mental health records, must comply with the provisions of 45 C.F.R. § 164.508, under the Health Insurance Portability and Accountability Act ("HIPAA").
4. CASA programs are encouraged to obtain release of information forms to allow for the sharing of information with the Department of Social Services. A sample release of information form is distributed with this guidance policy. Programs are also advised to address specific needs of local agencies related to information sharing as they arise.
5. Programs are advised to not disclose documents and records obtained during the investigation except as provided in paragraph #2 and #3 above.
6. CASA programs must adhere to the Code when distributing CASA Court Reports. The Code of Virginia states the following regarding the distribution of CASA Reports:

§ 16.1-274. Time for filing of reports; copies furnished to attorneys; amended reports; fees.

A. Whenever any court directs an investigation pursuant to subsection A of § 16.1-237, § 16.1-273, or § 9.1-153, or an evaluation pursuant to § 16.1-278.5, the probation officer, court-appointed special advocate, or other agency conducting such investigation shall file such report with the clerk of the court directing the investigation. The clerk shall furnish a copy of such report to all attorneys representing parties in the matter before the court no later than seventy-two hours, and in cases of child custody, 15 days, prior to the time set by the court for hearing the matter. If such probation officer or other agency discovers additional information or a change in circumstance after the filing of the report, an amended report shall be filed forthwith and a copy sent to each person

who received a copy of the original report. Whenever such a report is not filed or an amended report is filed, the court shall grant such continuance of the proceedings as justice requires. All attorneys receiving such report or amended report shall return such to the clerk upon the conclusion of the hearing and shall not make copies of such report or amended report or any portion thereof. However, the chief judge of each juvenile and domestic relations district court may provide for an alternative means of copying and distributing reports or amended reports filed pursuant to § 9.1-153.

This particular Code section allows the chief judge to provide for an alternate means of distribution of court reports. If a CASA program is going to engage in an alternate means of distribution of CASA reports, CASA programs should obtain approval for this distribution policy in writing from the Chief Judge of the Juvenile and Domestic Relations District Court. Further, as this subsection of the Code indicates, copies of the reports can only be distributed to attorneys and any alternative distribution plan should be inclusive of all parties involved in the case.

Reviewed and Approved November 2, 2017

Pursuant to § 2.2-3707.1 of the Code of Virginia this DRAFT of the minutes of the Court Appointed Special Advocate (CASA) and Children’s Justice Act (CJA) Advisory Committee is available to the public. The public is cautioned that the information is provided in DRAFT form and is subject to change by the Advisory Committee prior to becoming final. Once the minutes have been finalized, they will be marked “FINAL” and made available to the public.

COURT APPOINTED SPECIAL ADVOCATE/CHILDREN’S JUSTICE ACT
PROGRAM ADVISORY COMMITTEE
MEETING MINUTES

January 31, 2020

A meeting of the Advisory Committee to the Court Appointed Special Advocate and Children’s Justice Act programs was held on Friday, January 31, 2020 at the Richmond Police Training Academy, Richmond, Virginia.

Members Present

Molly Dellinger-Wray
Robin Foster
Julia Fuller-Wilson, Vice Chair
Shardell Gerald
Allison Gilbreath
Shannon Hartung
Judge Jerrauld Jones
Malcolm King
Alicia Lenahan
Jane Lissenden for Sandy Karison
Jennifer Newman
Pat Popp, Chair
Judge Thomas Sotelo

Members Not Present

Humberto Cardounel, Jr.
Giselle Pelaez
Ashley Thompson

Staff Present

Jenna Foster (DCJS)
Laurel Marks (DCJS)
Melissa O’Neill (DCJS)
Terry Willie-Surratt (DCJS)

- I. **Call to Order:** Pat Popp, Committee Chair, called the meeting to order at 10:04 AM. Attendees introduced themselves.
- II. **Approval of Minutes:** The committee received and reviewed the draft minutes of the October 24, 2019 meeting. Judge Sotelo made a motion to approve the October 24, 2019 minutes. Malcolm King provided a second. Motion was approved.

- III. **Conflict of Interest Act Training and Financial Disclosure Forms** – Melissa O’Neill reminded members the financial disclosure forms are due annually. Members should have received the instructions in an email from the Ethics Council. Members who are required to take the Conflict of Interest Act training were notified by email earlier this week. The training is required to be completed every two years.
- IV. **Legislative Review** – DCJS staff compiled, and distributed to the committee, a list of bills impacting child abuse and neglect that were introduced this General Assembly session, which convened on January 8, 2020. The committee participated in a discussion of the bills of interest from the list.
- V. **Review of Three-Year Plan** – Committee members received a copy of the Children’s Justice Act Three-Year Plan recommendations for review and approval. The recommendations were developed during the planning meeting held on October 24, 2019. Jenna Foster led the committee through a discussion of the plan and recommendations. Alicia Lenahan moved to approve the recommendations as presented and Allison Gilbreath seconded the motion. The motion was approved.
- VI. **CASA Program Update** - The committee was previously provided a written update regarding the Court Appointed Special Advocate Program. Melissa O’Neill provided additional information on the final outcomes of the National CASA Branding Grant. Data reviewed indicated the goals were met by increasing traffic to the Virginia CASA website and volunteer inquiries to local programs.
- VII. **Children’s Justice Act Program Update** - The committee was previously provided a written update regarding the Children’s Justice Act Program. Jenna Foster highlighted areas of interest.
- VIII. **Child Protective Services/Citizen Review Panel** – Shannon Hartung, Child Protective Services Program Manager, Virginia Department of Social Services, provided an overview of the responsibilities of Citizen Review Panels. The committee will be asked to provide recommendations for system improvement at the April meeting so that DSS can submit them to the Children’s Bureau by the May deadline.
- IX. **New Business** – There was no new business.
- X. **Adjourn** – Meeting adjourned at 12:01 PM.

Next meeting dates:

April 24, 2020

July 31, 2020

Role of CASA is Collaborative Team Meetings Discussion
CASA/CJA Advisory Committee
July 31, 2020

Background

- CASA volunteers have access to records and information related to the child upon presentation of a valid court order of appointment. Va. Code §9.1-156(A).
- CASA volunteers may share with the appointed Guardian ad litem, information gathered on the child. Va. Code § 9.1-153 (A)(4).
- In order to obtain information on parents, guardians or other pertinent parties involved in a case, CASA programs must obtain a written release of information. (Guidance Policy)
- CASA volunteers may not share information with any other party, including DSS, without a signed release of information (Code of Virginia, Guidance Policy)

Discussion Questions

- Expectation of system partners of a CASA volunteer's role in Multidisciplinary Team meetings
 - [§ 15.2-1627.5.](#)
 - [§ 63.2-1503\(K\)](#)
- Expectation of system partners of a CASA volunteer's role in other collaborative meetings (FAPT, Family Partnership Meetings, case planning, IEP meetings).
 - FAPT: [§ 2.2-5207.](#) [§ 2.2-5210](#)
- Court expectations of external collaborative partnerships.