

STRATEGIC PLAN OVERVIEW

The National Council of Juvenile and Family Court Judges (“NCJFCJ” or “the Council”) has a clear vision: a society where every person experiencing violence, every family, and every child has access to fair, equal, effective, and timely justice. Its mission is to provide all judges, courts, and related agencies involved in juvenile, family, and domestic violence cases with the knowledge and skills to improve the lives of these families and children who seek justice. NCJFCJ’s vision, mission, and name are strong and ring true to its purpose and work.

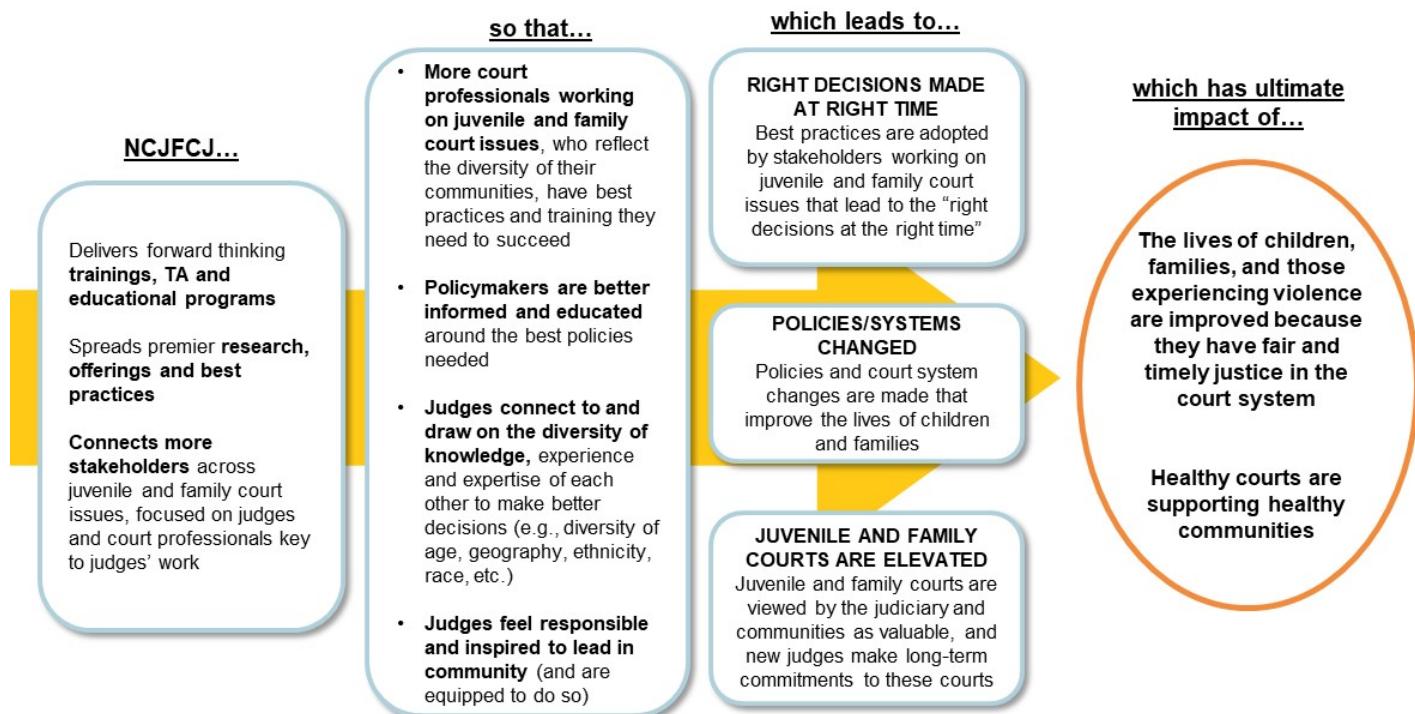
To reach this vision, judges and court professionals need resources, up-to-date best practices, and peer connections to do the best they can for their communities. Leveraging its 80 years of experience and proven track record, NCJFCJ aims to meet these needs by providing judges, court professionals, and other influential stakeholders 1) forward-thinking training, 2) premier research, and 3) a membership community of like-minded professionals to help them make the best decisions for those they serve.

Today, NCJFCJ has a tremendous opportunity to leverage its proven track record, talented leadership, staff, board, and committed membership to take the organization from “**good**” to “**great**.” It can strengthen its brand, expand its reach, and serve more diverse membership in communities across the country. This strategic plan lays out the path to get there.

Ultimate Impact and Theory of Change

As part of its strategic planning process, NCJFCJ defined the impact it could accomplish through high-quality and integrated delivery of its core services; those impacts are: 1) fair and timely justice in the court system that improves the lives of children, families, and those experiencing violence; and 2) healthy courts supporting healthy communities. This effort was followed by the creation of a theory of change, which lays out who NCJFCJ serves, what it seeks to accomplish, and how it seeks to realize these results. The organization’s theory of change is timeless; it serves as the underpinning of the Council’s work from which its five-year strategic plan is built.

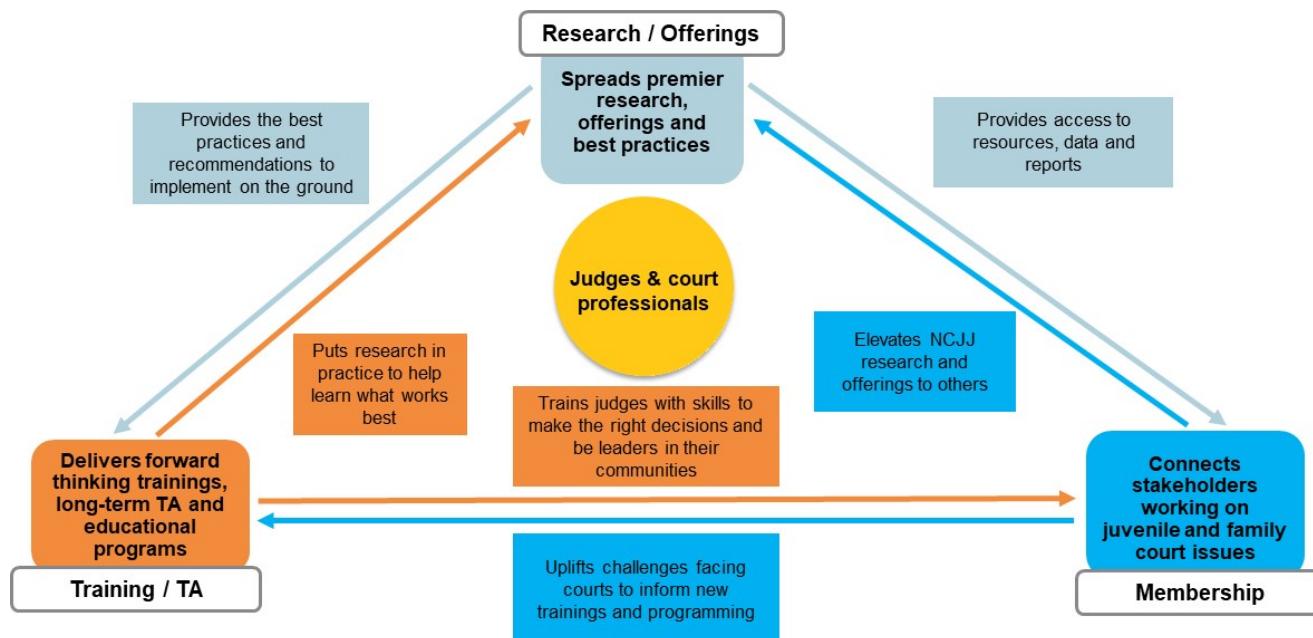
Figure 1: NCJFCJ’s Theory of Change



“Council First”

To achieve this desired ultimate impact, the Council must first forge ahead in breaking down silos and coming together as one, cohesive organization – actualizing the vision of “Council First.” The Council has the groundwork laid for operating as a united and strong organization and has been delivering on much of its work in such a manner already. Taking additional action to further integrate research, training, and membership – not as three entities, but as one connected body – will drive increased results and further highlight the unique value the Council provides the field.

Figure 2: Coming Together as “Council First”



Five-Year Strategies

Looking toward the next five years, the Council asked itself: how can it amplify impact across all program areas? Through deep engagement of its board and senior staff, as well as members and trusted advisors of the organization, the organization developed six strategies for increasing its impact and ensuring organizational effectiveness. These strategies cut across training, research, and membership, as well as NCJFCJ’s operations. They will anchor the board and staff leadership’s focus over the next five years, and include:

1. Increase member, staff, and partner diversity
2. Amplify NCJFCJ’s messaging and marketing to expand reach of services and brand
3. Increase membership
4. Diversify revenue by pursuing fee-for-service opportunities
5. Engage state decision-makers
6. Align internal structure and processes

The following strategic plan document elaborates upon these strategies and their associated outcomes. It also offers a clear action and implementation plan through 2020. A strategy is nothing without being implemented – so this plan (and accompanying Excel workplan) serves to assist NCJFCJ in operationalizing the strategies and holding everyone accountable to its goals.