

STAR Strategic Plan

2020-2025



Long-Term Goal

All Alaskans live free of sexual trauma.

Core Purpose

Lead prevention and statewide response to sexual trauma.

Core Values

Prevent | Educate | Support

Mission

Prevent sexual trauma and provide comprehensive, collaborative crisis intervention, advocacy, and support to victims/survivors, their families, and our communities.

Strategic Priorities

Strategic Priority 1: Engage Community + Promote STAR's services

Improve awareness of STAR's services

- Work on branding, messaging and marketing to reach broader audiences
- Tell our story better and share that story more effectively
- Develop a Marketing + Outreach Plan.

Foster stronger relationships with other partner agencies.

- Restore partnership with Alaska CARES
- Maintain strong existing relationships
- Strengthen relationship with the Dept. of Law

Strategic Priority 2: Prioritize prevention outreach

- Develop a strategic prevention plan – think big picture.
- Provide more prevention outreach

Strategic Priority 3: Educate policy makers + the legal system

Establish a Public Policy Committee

- Annually determine what policies and processes – local, state, federal – need to be changed, and develop annual Public Policy Priorities to actively pursue
- Track the ANDVSA policy priorities and join forces if needed

Strategic Priority 4: Attract + retain highly qualified staff

Benefits Plan

- Board ensure that STAR is regularly evaluating their benefits package.
- Establish a board-driven employee recognition initiative.

Strategic Priority 5: Grow multi-channel + sustainable revenue

- Develop a “Business Plan for Sustainability” exploring earned revenue opportunities, such as chargeable services (counseling, compliance-based and corporate training for sexual violence)
- Define a Donor Development Program
- Assess events and determine which to keep and which to consider letting go of
- Explore on-demand grant writing contract
- Foster a culture of philanthropy amongst staff, board, and community in general

Strategic Priority 6: Maintain a strong, diverse board

Focus on attracting and recruiting new board members

- Board matrix indicates new members should represent people of color, men, IT professional, legal, law enforcement
- Established a formal process for onboarding.

Determine whether policy, development, executive, finance committees are standing committees, if so update bylaws.