



NATIONAL CHILDREN'S ALLIANCE®

NEW CAC DIRECTOR ORIENTATION PACKET

Welcome!

National Children's Alliance (NCA) is the national association and accrediting body for Children's Advocacy Centers (CACs). Formed in 1988, NCA has been providing support, technical assistance, and quality assurance for CACs, while serving as a voice for abused children for more than 25 years.

Our member Children's Advocacy Centers:

- **854 CACs** in communities throughout the United States
- **324,602 children served** by CACs in 2016
- **1,816,527 individuals** provided with prevention training and information through children's advocacy centers in 2016

We recognize that directors of CACs and their multidisciplinary team (MDT) serve on the front line of our movement, and this is why it is so important that our *New CAC Director Orientation Packet* provides you with helpful resources that can assist you in helping children in your community.

This packet will highlight ways to ***Elevate Your Game***, by using NCA member benefits and resources to help improve your practice—from gaining and maintaining the accreditation that speaks to funders and lawmakers, to tools that benchmark your programs and trainings that help your CAC serve kids better.

Share Your Expertise and knowledge with the field through our exclusive invitations to in-person and online learning and networking opportunities, including opportunities to discuss, connect, and shape the movement through online communities and collaborative workgroups. Get discounted and even free registration for select learning events.

Let us help you ***Amplify Your Voice***, using our resources to help build your brand and outreach. There are customizable shared resources for public awareness and marketing your CAC's work, and a national platform to establish yourself as a thought leader before the entire movement as well as an expert to help you with the toughest communications challenges.

We will work together to **Increase Your Impact** by getting you the resources kids need and promoting the policies they deserve, from eligibility for exclusive funding opportunities, to advocacy tools and custom legislative strategy support, to partnerships with the agencies and experts that matter to CACs and kids.

Resources available to help you Elevate Your Game:

Program Improvement

Mental Health Training and Resources

- Downloadable mental health brochures for CAC leaders, MDT partners, and caregivers
- Evidence-based assessment/evidence-based treatment projects
- *CAC Directors' Guide*

Victim Advocacy Training

- Forthcoming Learning Management System (LMS) LMS-based training

Resources to Respond to Commercially Sexually Exploited Children (CSEC)

- [CSEC-Response.org](https://www.csec-response.org) video training series
- *Caregiver Guide*

Trauma-Informed Practice Training

- [ChildVictimWeb](https://www.childvictimweb.org)

Nonprofit Management, Business, and Leadership Tools

- NCA's management tools and Successful Management of a Nonprofit Organization training series

Program Evaluation

Outcome Measurement System (OMS) and Custom Reports

- Outcome Measurement System
- Custom report templates and training
- National and state benchmarks

NCAtrak and Outcome Reporting

- Exclusive NCAtrak case management system access
- Forthcoming reporting engine that proves CACs help kids

Subject Matter Expertise

- Access to help from NCA's program evaluation coordinator for help with custom reports, data analysis, and evaluation best practices

Accreditation Resources

The Standards and Training

- Access to print and free digital copies of NCA's *Standards for Accredited Members and Putting Standards into Practice* guide for CACs, MDTs, and boards
- Free access to NCA's Accreditation Bootcamp training series
- Expert peer site review
- Use of NCA's Accredited Member badge, demonstrating your CAC's high standard of care for children and families

Access to Special Funding

- Eligibility to apply for exclusive grants for Accredited Members
- Access to research on national data on CAC funding, services, and accreditation

Research and Practice Committees

- Eligibility to join the committees and reader pools that help research, debate, and publish NCA's *Standards for Accredited Members* every five years

Cutting-Edge Updates

Content-Rich Periodicals

- Free access to NCA's monthly newsletter with fresh content on research, practice, and the latest from Washington, D.C.
- Monthly opportunities to be featured as the Member Spotlight in the newsletter
- Actionable, members-only intelligence on research and practice in the weekly "From the Director's Desk" message from Teresa Huizar, NCA's executive director
- Monthly *Resource Spotlight* messages highlighting valuable member resources to share with your staff, MDT, and board
- An open invitation to *CAC Newsflash*, the monthly member-exclusive update call from the heart of the CAC movement

Regular Opportunities to Connect with Chapter Peers

- An open invitation to the monthly Chapter Update Call, an exclusive forum for updates and shared expertise for State Chapters

An invitation to the quarterly, NCA-facilitated Chapter Journal Club Call exclusively for Chapter executive directors to share and improve their management and leadership skills

Resources available to help you Share Your Expertise

In-Person Events

- Discounted registration for NCA's annual Leadership Conference in Washington, D.C.
- Free registration for NCA's annual Urban Forum (for CAC executive directors in urban areas)
- Free registration and travel for NCA's biannual Chapter Summit (for State Chapter executive directors; free registration for one staff member)

- Free registration and travel for NCA's annual New Chapter Leader Orientation (for new State Chapter executive directors)
- Opportunities to present, exhibit, and learn at these events
- Access to discounted conference hotel rates for all NCA events
- Free registration for NCA's annual Outcome Measurement System training (for Chapter leaders and staff)
- NCA's annual Hill Day visit to congressional offices, where CACs connect with federal legislators to win the public resources kids deserve
- Other member-exclusive, in-person trainings as funding permits

Online Training and Technical Assistance

- Opportunities to learn and present on year-round topical webinars:
 - Communications and marketing
 - Fundraising and finance
 - Serving special populations
 - Program evaluation and data
 - Public policy and advocacy
 - CSEC and trafficking
- Digital training tools and resources on:
 - Accreditation
 - CSEC and trafficking
 - NCAtrak and Outcome Measurement System
 - Nonprofit and organizational management
 - Fundraising and finance
- National blogging opportunities to share your knowledge and build your expert standing

Online Communities (Listserves)

- Ask questions and share resources on NCA's Listserv communities for:
 - All NCA member CACs
 - Child abuse prevention
 - Chapters (for eligible State Chapter organizations)
 - Urban CACs (for eligible CACs serving urban areas)
- First access to NCA's future connected communities and digital resource libraries :NCA ENGAGE!

Collaborative Work Groups (CWGs)

- Member-exclusive access to join national, peer-led Collaborative Work Groups where you and other experts work to develop innovative projects that uplift the entire movement:
 - Youth and Children with Problematic Sexual Behaviors CWG
 - Legislative Advocacy CWG
 - Commercial Sexual Exploitation of Children (CSEC) CWG
 - State Chapter CWG
 - Physical Abuse CWG

Resources available to help you Amplify Your Voice:

Customizable Public Awareness and Marketing Materials

- Member-exclusive access to NCA's BrandFolder, including:
 - Member badges and logos
 - Customizable public awareness campaigns
 - Free stock photos
 - Customizable posters, postcards, and billboard graphics
 - TV and radio PSAs
 - Marketing flyers, one-pagers, and other examples to get your creativity flowing
- Customizable outcome data report templates

National Blogging Opportunities

- National blogging opportunities to share your knowledge and build your expert standing

Subject Matter Expertise

- A custom crisis communications strategy and assistance with developing messaging when it matters most from NCA's staff media relations expert
- Access to help from NCA's director of communications for help with marketing, branding, digital strategy, and media relations

Resources available to help you Increase Your Impact:

Access to Exclusive Funding Opportunities

- Eligibility to apply for exclusive grants for NCA members at all levels
- Access to research on national data on CAC funding, services, and accreditation
- Eligibility to participate in NCA-funded, Chapter-led statewide projects to make your CAC better than ever

Powerful Federal and State Advocacy Support

- A powerful advocacy voice on Capitol Hill fighting for the dollars and policies kids deserve
- Ready-to-use public policy tools, briefs, and guides to up your advocacy game
- Access to NCA's government affairs expertise to answer your questions
- An open invitation to NCA's weekly legislative update webinar to discuss the latest on the Hill and in state capitols
- Help setting up and making the most of meetings with lawmakers and legislative staff at all levels of government

Partnerships with State and National Organizations and Federal Agencies

- Eligibility to participate in privately funded mental health projects to build your delivery of evidence-based treatments and assessments alongside experts, Chapters, and peer CACs
- Formal partnerships with agencies including the FBI, military branches, prosecutorial associations, federal entities addressing internet crimes against children, and many more

Subject Matter Expertise

- Access to help from NCA's state government affairs officer for help developing a strategy to win what CACs need at the statehouse
- Help from NCA's senior director of development on developing a strategy to raise money and access private funds to serve children and families

How-To Access Guide for Directors

The NCA Members-Only Website: As a member of NCA, you will have access to the CAC members' dashboard of the NCA website. Contact Program Associate for Member Services Sarah Coker-Robinson at membership@nca-online.org for your login and password. You can subscribe to our newsletters and Listservs on the NCA website!

CACInfo Listservs: NCA's Listserv community was launched in June of 2000. It was developed to provide a member forum for exchange of information and ideas through electronic dialogue. Authorized users (subscribers) send email messages to the Listserv address (cacinfo@mail.nca-online.org) and these messages are distributed to everyone who is a subscriber of NCA's Listserv community, where they can respond and join the conversation.

NCA Listserv: The main Listserv is unmoderated. The software automatically distributes all incoming messages to all subscribers without review or modification. The Listserv is subscriber-approved. Those who wish to subscribe must submit a request via the online request process. Subscription requests will be reviewed and approved before you will receive the benefits of using the NCA Listserv.

Approved subscribers are key staff of Accredited, Associate/Developing, Affiliate, and Satellite NCA member centers, Chapter representatives, NCA Board members, Regional Children's Advocacy Center staff, approved NCA site reviewers, and NCA staff.

The Listserv does not have archival capability. Messages that are posted to the Listserv are **not** maintained in a central location for later reference. Subscribers may want to set up a separate folder within their email software to save messages for future reference.

The NCA BrandFolder: The NCA BrandFolder contains the NCA logo and badges, as well as brand assets, key documents, and public awareness campaigns for the use of authorized NCA member organizations.

For assistance in accessing BrandFolder contact the Program Associate for Member Services Sarah Coker-Robinson at membership@nca-online.org. For assistance with using the resources available in the BrandFolder, contact NCA's Director of Communications Blake Warenik at bwarenik@nca-online.org.

The NCA logo and Accredited Member badge is available for usage according to the provisions of the NCA License Agreement. All Accredited Members are required to enter into such a licensing agreement, and the use of the NCA logo is only extended to those entities. Please note that the print-quality version of the NCA logo and badge are offered at a high resolution and in a special format (vector) that may not be readable by typical editing software installed on a work computer. Therefore, we strongly urge you to have any printed materials using the logo or badge made by a professional printer.

All authorized members are required to use the logo under specific circumstances and identify themselves as the appropriate level of NCA membership in its print materials including, but not limited to, their letterhead, brochures, and newsletters and in electronic communications including, but not limited to, their website and electronic newsletters. The NCA logo may also be used when identifying an event, such as a conference or public awareness forum that is underwritten or sponsored by NCA. In all instances NCA's name and logo will be printed or placed with the appropriate member logo (i.e., Accredited Member or Accredited Chapter) on the aforementioned products and communication in a manner in compliance with the *NCA Graphic Standards Guide* (available in the NCA BrandFolder for Accredited Members).

Regional Children's Advocacy Centers

Working in collaboration with NCA are four Regional Children's Advocacy Centers (RCACs). The RCACs were established by the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention through competitive grants to provide technical assistance and training to CACs and MDTs in four census regions. They are funded separately from both NCA and local child advocacy centers, but under the overarching umbrella of the Victims of Child Abuse Act. RCACs offer a wide variety of excellent programming, including customized training and consultation; MDT training; leadership coaching and exchange; and a robust array of online training and webinars for MDT professionals. Public training resources from RCACs are available to CACs regardless of region. For more information, please visit your RCAC's website. (Contact NCA if you're unsure of your region.)

Key Contacts:

Midwest Regional CAC: 952-992-5276

Mark Hudson, Executive Director

Kori Stephens, Project Director

Kim Martinez, Program Manager, Peer Review and Medical Academy

Jordan Benning, Program Manager, Quality Assurance and Communications

Corey Brodsky, Program Manager, Director Development and Partnerships

Kia Kehrer, Program Coordinator

[CAC Resources from Midwest Regional CAC](#)

Northeast Regional CAC: 800-662-4124 x3814

Chris Kirchner, Executive Director

Teresa Smith, Project Director

Sue Ascione, Training Specialist

Michelle Mullen, Training Specialist

[Training Resources from Northeast Regional CAC](#)

Southern Regional CAC: 800-747-8122

Chris Newlin, Executive Director

Karen Hangartner, Project Director

Cym Doggett, Senior Project Specialist

Meredith Wilkes, Training and
Resource Coordinator

[Grant-Writing Resources from Southern Regional CAC](#)

[CAC Resources from Southern Regional CAC](#)

Western Regional CAC: 719-884-0378

Charles Wilson, Senior Director/Project Director

Vicky Gwiasda, Program Manager

Tamara Principato, Grant Coordinator

[CAC Resources from Western Regional CAC](#)

[Legislative Advocacy Resources from Western Regional CAC](#)

Tony DeVincenzo, Training Specialist

Katelyn Waltmyer, Training and
Resource Coordinator

Caroline Rossi, Program Manager

Melissa Brunner, Outreach Coordinator

Greg Flett, Senior Program Manager

Jerri Sites, Outreach Coordinator

NCA Chapters

Chapter organizations are member organizations comprised of CACs within a given state, similar in structure to NCA. Chapter organizations serve as the leading resource within the state for children's advocacy centers and facilitate a network dedicated to a coordinated and comprehensive response to child abuse. All 50 states have a Chapter.

Update Your Calendar

CAC Member News Flash: 3rd Thursday of the month at 2:00 Eastern

Monthly opportunity for CAC directors and staff from RCACs to receive timely information and updates from each department at NCA. The calls are, for the most part, a listen only webinar where a PowerPoint presentation is displayed while the director of membership and chapter development reviews the most up to date material from the following departments:

- Membership and Grants
- Accreditation
- Communications
- Development
- Legislative Advocacy
- Special Projects

Directors are encouraged to communicate the information with their staff in order keep the field well informed.

Although the directors are encouraged to participate in the monthly calls, the calls are recorded and archived so that you will always have access to the most up to date information at NCA.

NCA Legislative Update: Mondays at 4:00 Eastern

Join NCA's Director of Government Affairs Denise Edwards as she recaps the latest legislative issues that affect CACs from Capitol Hill and around the country.

Collaborative Work Group:

The goal of any CWG is to produce meaningful work that yields a benefit not only to the workgroup members but to the organization as a whole, and the field at large. Fundamentally, they are designed to provide each member the opportunity to positively contribute to the health and wellbeing of the whole through innovation, problem solving, and product development. Active participation on the calls/committees is strongly encouraged.

- Youth and Children with Problematic Sexual Behaviors CWG – contact our Project Coordinator for Mental Health **Michelle Miller**
- Legislative Advocacy CWG – contact our State Government Affairs Officer **Will Laird**
- Commercial Sexual Exploitation of Children (CSEC) CWG – contact our Training Coordinator **Nicole Wilbon**
- State Chapter CWG – contact our Director of Membership and Chapter Development **Kristie McKenney**

NCA Leadership Conference: 1st week in June – Washington, D.C.

Join us in our nation's capital for the premier annual event for CAC leaders and professionals, plus the opportunity to join NCA's Hill Day visits to congressional offices as we meet with lawmakers and staff to advocate for our movement and the importance of federal support.

NCA Staff

Assistance from NCA Departments: NCA staff members are here to help! At the national office and our remote staff across the country, our staff leads in areas ranging from accreditation to communications to fundraising and beyond are experts in their functions. Please feel free to reach out to NCA staff for assistance, development help, or just to talk things through.

Administration

Teresa Huizar
Executive Director
thuizar@nca-online.org

Kim Day
Deputy Director
kday@nca-online.org

Caro Brown
Controller
cbrown@nca-online.org

Assyatou Sow
Senior Accountant
accounting@nca-online.org

Lorraine Canty
Executive Assistant
lcanty@nca-online.org

Accreditation

Dave Betz
Deputy Director of Operations
dbetz@nca-online.org

Alyson MacKenzie
Senior Accreditation Associate
amackenzie@nca-online.org

Communications and Media Relations

Blake Warenik
Director of Communications
bwarenik@nca-online.org

Cindy Sweeney
Product Development and Communications
Manager
csweeney@nca-online.org

Development

Bryan Boeskin
Senior Director of Development
bboeskin@nca-online.org

John Douglas
Development Manager
development@nca-online.org

Government Affairs

Denise Edwards

Director of Government Affairs
dedwards@nca-online.org

Will Laird

State Government Affairs Officer
wlaird@nca-online.org

Grants Management

Irina Hein

Director of Grants Management
ihein@nca-online.org

Administrative Assistant for Grants
Management
mgadmin@nca-online.org

Maureen Fitzgerald

Coordinator of Grants Administration
grantcoordinator@nca-online.org

Jo Ann Hammond

Program Associate
cacprograms-western@nca-online.org

Dara Cummings Bevington

Senior Program Associate
cacprograms-southern@nca-online.org

Erica Fraser

Program Associate
cacprograms-midwest@nca-online.org

Asia Atkins

Program Associate
aatkins@nca-online.org

Shannon Spillman

Program Associate
cacprograms-northeast@nca-online.org

Vacant

Program Associate
cacprograms-dtvf@nca-online.org

NCATrak and Information Services

Gary Cossaboom

NCATrak Manager
gcossaboom@nca-online.org

Troy Price

NCATrak Application and Training Specialist
tprice@nca-online.org

Membership and Chapter Development

Kristie McKenney

Director of Membership and Chapter
Development
kmckenney@nca-online.org

Sarah Coker-Robinson

Membership Program Associate
membership@nca-online.org

Mental Health Projects

Michelle Miller

Project Coordinator, Mental Health
mmiller@nca-online.org

Outcome Measurement System

Kaitlin Lounsbury

Program Evaluation Coordinator
klounsbury@nca-online.org

Strategic Partnerships

Coordinator for Military Families

Heather Provencher

Coordinator for Military Families
hprovencher@nca-online.org

Training

Nicole Wilbon

Training Coordinator
nwilbon@nca-online.org

NCA Departments

Accreditation

The NCA Accreditation Department, Dave Betz and Alyson MacKenzie, can help with a variety of areas related to both Chapter and center accreditation including:

- NCA center accreditation: process and related questions.
 - NCA Standards for Accredited Members.
 - Assisting CACs through the pending process.
-

Communications and Marketing

Our Director of Communications **Blake Warenik** and Product Development and Communications Manager, **Cindy Sweeney** can help you with a variety of communications-related strategies and tactics for new and traditional media, including:

- Websites, online content, and blogging.
- Graphic design and digital/print collateral.
- Social media outreach and advertising.
- Media relations and writing for press.
- Digital strategy and communications planning.
- Campaigns and messaging.

NOTE: Blake is not your first point of contact if you are experiencing a critical incident. **If you or one of your members are experiencing a critical incident that may have implications in the media, you must file a Critical Incident Report (CIR)** with Director of Membership and Chapter Development Kristie McKenney at kmckenney@nca-online.org. Our team will review the CIR immediately and respond, bringing in Blake to develop a crisis communications plan, including help with handling media, if the Membership team believes such a plan is needed in your incident.

Fundraising and Resource Development

Bryan Boeskin, senior director of development, and **John Douglas**, development manager, are on hand to support your Chapter's fundraising and development efforts in a number of ways, including:

- Partnering with Chapter directors to seek funding for statewide and regional projects/programs. Recent examples include the CFTSI implementation project in North and South Carolina and the evidence-based mental health assessment project in Mississippi.
 - Notifying Chapters of funding opportunities in the state/region.
 - Offering guidance on preparation of funding proposals, approaching funders.
 - Offering guidance on developing fundraising programs/fundraising plans.
-

Legislative Advocacy and Government Affairs

Denise Edwards and Will Laird with our Government Affairs Department can help you with any and all questions relating to legislation and public policy relating to federal and state government. The department is also available for help with all legislative advocacy needs, as well as assist directors and centers with the FBI-MOU.

- For legislative/political questions and help with Congress (as well as overall legislative/political questions and needs), contact **Denise Edwards**, NCA's director of government affairs.
- For legislative/political questions and help with state lawmakers, as well as research/assistance on state public policy, contact **Will Laird**, NCA's state government affairs officer.

Grants

NCA's Grants Department is here to assist you with questions regarding grant funding for Directors and CACs, including:

- The National Subgrants Program, which includes awards for individual CACs (competitive grants) for program development, program expansion, and program improvement, as well as Chapter awards to support for CAC quality improvement and accreditation advancement.
- Additional competitive grants, when available, support programs specializing in particular focus areas, such as expansion of CAC services to certain underserved communities and improving the response to children with specific types of abuse histories.

With questions on these membership-related topics, please reach out to your assigned Program Associate. **You can find out who your assigned PA is by clicking on this link:**

https://maps.esp.tl/maps/_2018-Grants-by-PA/pages/map.jsp?geoMapId=461650andTENANT_ID=132538

Please find the 2018 Grant Year Planner dates at this link:

<http://www.nationalchildrensalliance.org/wp-content/uploads/2018/05/2018-Grant-Year-Webinar-Planner-Centers.pdf>

You can also reach out to Director of Member Relations and Grants **Irina Hein** or Coordinator of Grants Administration **Maureen Fitzgerald**.

Membership and Member Benefits

NCA's Membership Department is here to assist you with questions about:

- Membership benefits and requirements.
- Associate, Affiliate, and Satellite Member applications.
- Current membership status for CACs and Chapters.

With questions on these membership-related topics, please reach out to Director of Membership and Chapter Development **Kristie McKenney**, or our Membership Program Associate **Sarah Coker-Robinson**.

Access to Members-Only Website, Listservs, and Other Digital Resources for Members

NCA can also help you with access to digital resources that are reserved only for NCA member organizations and directors. When you or your members need help accessing these resources or adding or removing staff, reach out to membership@nca-online.org.

- Accessing the members-only website with exclusive director and member resources.
 - Access to the NCA Listserv or the Public Policy Listserv communities.
 - Access to Teresa Huizar's weekly message to members on research and practice.
 - Access to the monthly NCA member newsletter.
 - Requests for removing access to members-only resources by former staff.
-

OMS (Outcome Measurement System), Gap Maps, and Other Shared Data for Program Evaluation

NCA's shared data whiz is **Kaitlin Lounsbury**, our program evaluation coordinator. She can help you and your members with:

- Technical assistance and support for OMS submissions, data sets, and Gap Maps.
 - Webinar online and in-state trainings for these shared data tools.
 - Assistance in implementing OMS use among centers.
 - Assistance in online reporting systems and dashboards.
-

NCAtrak and NCA Statistical Data Submissions

Our lead on training, sales and support for our NCAtrak case management software is **Gary Cossaboom**, our NCAtrak Manager. NCAtrak is also the tool NCA members use to submit their biannual statistical data to NCA, even if they use a different tool for their own case management. You or your members can also reach out to the NCAtrak Training and Application Specialist, **Troy Price**, for assistance. Gary and Troy can help you and your members with:

- Technical assistance and support for OMS submissions, data sets, and Gap Maps.
- Webinar online and in-state trainings for these shared data tools.
- Assistance in implementing OMS use among centers.
- Assistance in online reporting systems and dashboards.