

# TEXAS CASA STAFF DIRECTORY

AND OVERVIEW OF SERVICES



1501 West Anderson Lane,  
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# ABOUT TEXAS CASA



STRENGTHENING THE VOICES OF CASA STATEWIDE

## Our Vision

A safe and positive future for all Texas children.

## Our Mission

To support local CASA volunteer advocacy programs and to advocate for effective public policy for children and their families in the child protection system.

## The CASA Way

We have an uncompromising belief that we will achieve what others think is impossible, and each of us is an essential part of the solution.

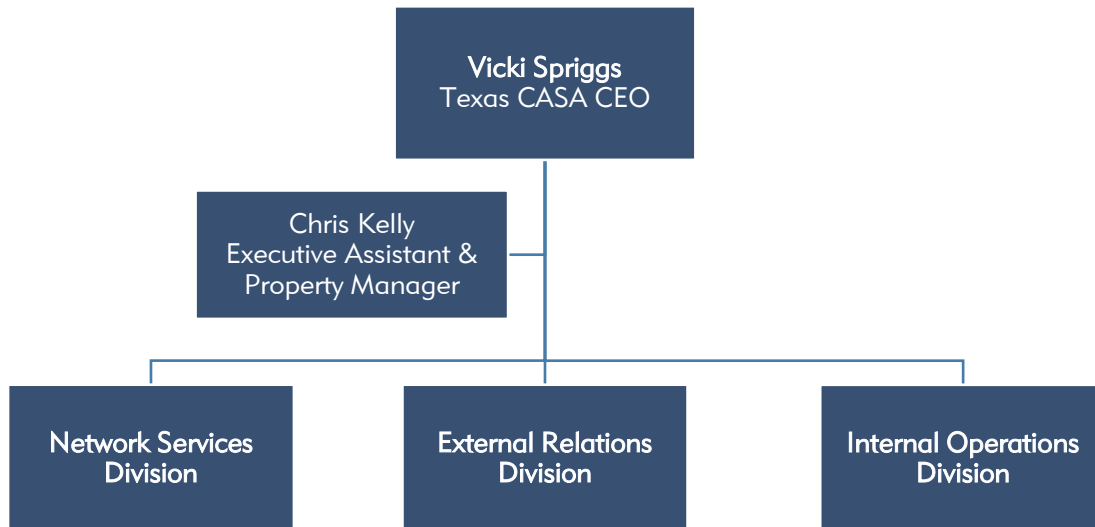
When a family is in crisis and becomes involved in the child protection system, a dedicated community volunteer may be appointed by a judge to advocate for the child. That volunteer is called a **Court Appointed Special Advocate**, or **CASA volunteer**.

At the local level, there are 73 independent 501(c)(3) member programs that comprise the CASA network in Texas, and recruit and train volunteers to speak up for children. As the statewide membership organization, Texas CASA provides financial support and services to help ensure the CASA programs operate effectively and can seek out the best possible volunteers who will advocate tirelessly and diligently for the children they serve, giving them a better chance at a brighter future.

Led by **CEO Vicki Spriggs**, the Texas CASA organization is divided into three divisions – **Network Support, External Relations**, and **Internal Operations**. Each division is broken into multiple teams that work in collaboration with each other and the local CASA programs across the state to achieve our vision and mission.

Continue reading this document for a staff directory and an overview of each division's teams and services. If at any point you have questions about the benefits, services or support we offer, feel free to contact us. Visit [our staff webpage](#) or see the corresponding section in this document, to email a specific Texas CASA team. You can also call our main line at (512) 473-2627 or email us at [txcasa@texascasa.org](mailto:txcasa@texascasa.org), with general inquiries.

## MEET OUR EXECUTIVE TEAM



### Vicki Spriggs

Texas CASA CEO

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Ext. 112

Vicki Spriggs is a dedicated advocate for children and families who has worked for more than 40 years in the child services arena. Known for her leadership on youth-related issues, Spriggs is a national speaker, a decisive leader and a fierce believer in the rights of all children, especially the right to a safe, loving and permanent home.

Prior to joining Texas CASA in January 2012, Spriggs served in a variety of positions dedicated to child welfare, including as a foster parent, director of the Travis County Juvenile Court Informal Adjustment unit and executive director at Texas Juvenile Probation Commission. She received a bachelor's degree in education and Master of Education in juvenile justice and secondary counseling from the University of Massachusetts.

In 2022, Spriggs received the National CASA/GAL State Director of the Year Award of Excellence.



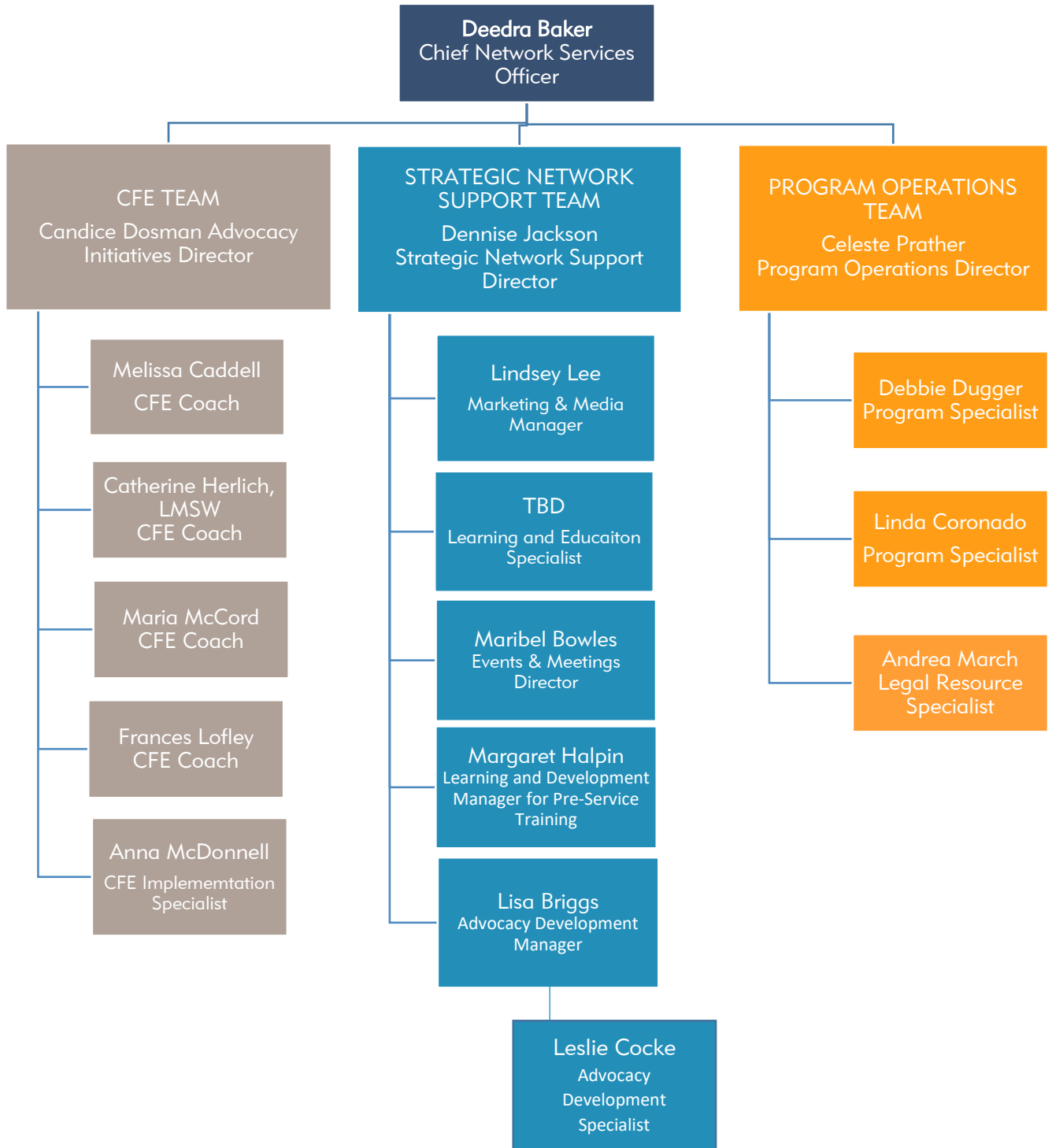
### Chris Kelly

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# NETWORK SERVICES DIVISION



## MEET THE NETWORK SERVICES DIVISION

The Network Services Division is comprised of the three teams in one: Strategic Network Support, Collaborative Family Engagement and Program Operations.

Email Network Services at: [networkservices@texascasa.org](mailto:networkservices@texascasa.org)



**Deedra Baker**  
Chief Network Services  
Officer  
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Ext. 131

### How **Network Services** supports the Texas CASA teams and local CASA programs:

#### Statewide Leadership Opportunities

- Acts as liaison to the Regional Representatives to ensure the local CASA programs are represented on the Texas CASA Board of Directors through the election of six Regional Representatives
- Forms workgroups of local CASA programs to collaborate on initiatives, resources, strategies, and other efforts that impact and benefit the CASA network

#### Operations and Support

- Leads, conducts and manages the annual satisfaction survey to solicit feedback on Texas CASA's services from local CASA program Executive Directors, board members and staff; and communicates results with teams to provide action steps
- Manages the biennial wage and benefit survey to present a snapshot of compensation and benefits practices within the CASA programs in Texas

#### Risk Management

- Identifies, manages and addresses risks to the CASA network in Texas

## MEET THE COLLABORATIVE FAMILY ENGAGEMENT (CFE) TEAM

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**Anna McDonnell**  
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Engagement Implementation  
Specialist  
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### How the **CFE Team** supports the Texas CASA teams and local CASA

#### programs:

- Leads the coordination, training, coaching and support for Texas' approach of family finding and engagement to ensure effective collaboration and implementation for CASA programs, DFPS, SSCCs and other child welfare partners
- Supports a connection informed and family engagement lens in CASA advocacy and Texas CASA materials and initiatives
- Hosts quarterly CFE Community Calls for all involved in CFE implementation across the state
- Hosts CFE events and opportunities statewide, regionally and locally for CASA programs, CPS and SSCCs
- Creates and develops materials, tools and resources including videos, guidebooks, templates and more for building connections and increasing youth and family voices in planning and decision making

## ANTI-CHILD TRAFFICKING (CASA ACTS) INITIATIVE

Email the CASA ACTs Team at: [casaacts@texascasa.org](mailto:casaacts@texascasa.org)

### How the **CASA ACTs Initiative** supports the Texas CASA teams and local CASA programs:

- Creates awareness of trafficked children and youth in the child welfare system
- Develops best practices for local programs to be active stakeholders in their local anti-trafficking community
- Develops a framework for programs and volunteers to best advocate for children and youth who have been or at risk of being trafficked
- Provides training and support for the CSE-IT screening tool
- Shares training, resources and opportunities with local CASA programs



## MEET THE STRATEGIC NETWORK SUPPORT TEAM

Email the Strategic Network Support Team at: [sns@texascasa.org](mailto:sns@texascasa.org)



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Strategic Network  
Support Director  
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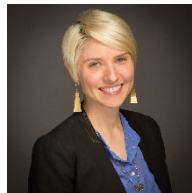


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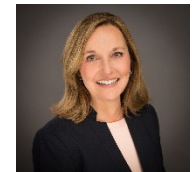
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Ext. 127



**Leslie Cocke**  
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### How the **Strategic Network Support Team** supports the Texas CASA teams and local CASA programs:

#### Events and Meetings

- Leads the logistical coordination and provides planning support of Texas CASA Signature & Premiere Events including the Texas CASA Conference, Forum, Volunteer Summit, Capitol Day and Legislative Reception
- Offers expertise and advice to project leads of other events in an effort to create memorable and impactful experiences for event attendees
- Scouts locations, solicits bids, manages vendor relationships and client communications, negotiates contracts and manages budgets for Texas CASA events

#### Recruitment and Awareness Support

- Provide coaching, consultation, and training to network recruiters to enhance their knowledge, skills, techniques and strategy in volunteer awareness and recruitment.

- Develop recruitment models, resources and tools that supplement, enhance, and support the network efforts in recruiting and retaining quality volunteers
- Website Template and Support for Local Programs
  - Offers branded website template and creation for local CASA programs, as well as training on managing their website, free of cost
- Men of CASA
- CASA Clergy and Community and collateral to support these initiatives
  - Provides coaching, consultation, and strategies to increase the diversity of volunteer applicants
  - Provides coaching on effective volunteer interview and screening strategies
  - Researches and reports on current recruitment trends and forecasts
  - Provides individual coaching and consultation to programs in the areas of recruitment and retention
  - Hosts monthly statewide online discussions that focuses on best practices, successes, challenges for volunteer recruitment
  - Hosts a statewide recruiter Google Group to connect recruiters with each other and to provide updates to the network on new or existing recruitment strategies and or collateral
  - Manages a statewide CASA volunteer recruitment and media plan designed to increase the awareness of CASA
  - Creates collateral based on the statewide awareness campaign
  - Hosts bi-annual Volunteer Power Unleashed Summit for recruiters to learn and practice new recruitment strategies and trends
  - Creates the Child Abuse Prevention Month toolkit which contains ideas and materials to support awareness efforts during CAPM

### **Volunteer Coaching and Advocacy (VCA) and Retention Support**

- Provides coaching and consultation to all program staff with a focus on those who directly coach Advocates
- Offers network-wide trainings with a focus on coaching principles and strategies for retention, strength-based supervision, best interest advocacy, and enhancing advocacy practices for children and families
- Provides customized remote and on-site assistance to individual programs by a VCA Consultant
- Creates retention initiatives, tools, and resources

### **Training and Development**

- Certifies program trainers via three-day Art of Facilitation for Pre-Service Training workshops focused on adult learning principles, participant-centered learning strategies, and the six core competencies of effective CASA training
- Presents professional development and skill-building opportunities for training staff
- Helps local CASA programs effectively train their volunteers by offering ongoing coaching support on how to best utilize the CASA pre-service training curriculum
- Hosts statewide training huddles to facilitate community-building and training-related troubleshooting across programs

- Produces CASA on the Go, a continuing education podcast focused on best practices in advocacy for children and families
- Creates dynamic and relevant online learning materials to support local programs' educational needs, and manages Texas CASA's e-learning system so that local programs can conveniently access the training and resources
- Manages the Texas CASA Learning Center, a nationally used online repository and searchable database of eLearning courses, webinars and guides focused on advocacy

## MEET THE PROGRAM OPERATIONS TEAM

Email the Program Operations Team at: [programoperations@texascasa.org](mailto:programoperations@texascasa.org)



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Ext. 119

**Andrea March**  
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### How the **Program Operations Team** supports the Texas CASA teams and local CASA programs:

#### Quality Assurance (QA) Reviews

- Using a three-year cycle, provides training and conducts reviews of all local CASA programs to ensure compliance with requirements for Local CASA/GAL Programs

#### New Executive Director Support

- Hosts new Executive Director orientation and trainings, and offers comprehensive, targeted coaching and support of new directors in their first two years

#### Executive Director and Program Director Email Google Group

- Hosts the Executive Director and Program Director Google Group to promote communication and resource sharing between programs

#### Board Support

- Facilitates annual, mandatory training for representatives from each local CASA program board, as well as offers targeted and individual program support as requested

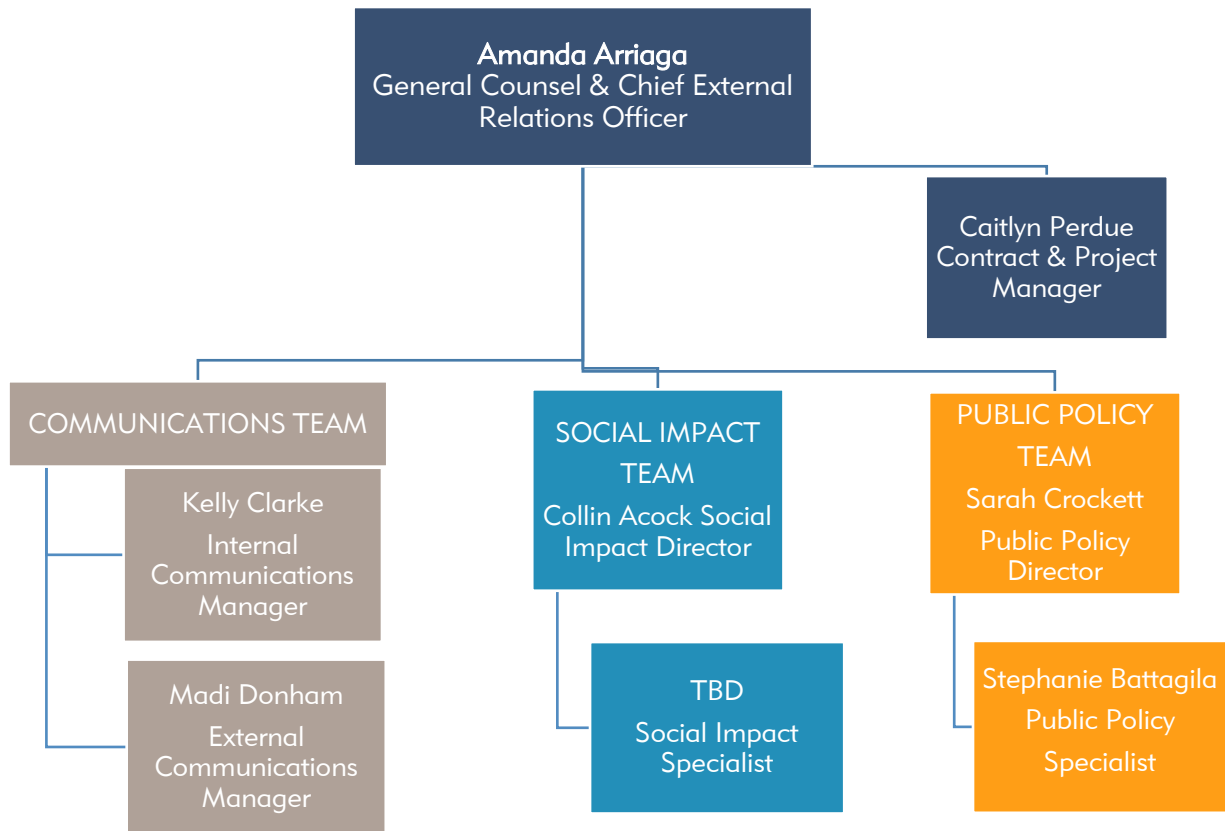
#### Optima Use and Support

- Coordinates a statewide Optima User Group through an Optima Liaison to support consistent data management practices throughout the state and accurate data reporting

#### Legal and General Assistance

- Offers an attorney who is a legal resource specialist to respond directly to programs regarding case- or child-related legal questions and issues and offers email and phone communication, resource sharing and onsite assistance when intensive support is needed

# EXTERNAL RELATIONS DIVISION

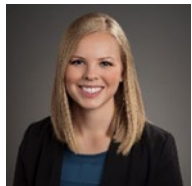


## MEET THE EXTERNAL RELATIONS DIVISION

Email the External Relations Division at: [TXCasa@texascasa.org](mailto:TXCasa@texascasa.org)



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Ext. 124



**Caitlyn Perdue**  
Contract and Project Manager  
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Ext. 125

### How **External Relations** supports the Texas CASA teams and local CASA programs:

The External Relations team works to ensure that the Texas CASA message is provided in one voice, no matter the audience. In addition, the General Counsel provides legal advice for Texas CASA's internal operations, including contract review and human resources issues.

#### **Contract and Project Management**

- Facilitates project and contract management for Texas CASA contracts
- Works with departments to conduct research, analysis and documentation for all contracts and projects to ensure that Texas CASA gets the best return on investment of funds
- Creates contract related policies and procedures
- Develops External Relations related contracts and projects.

## MEET THE COMMUNICATIONS TEAM

Email the Communications Team at: [communications@texascasa.org](mailto:communications@texascasa.org)



**Kelly Clarke**  
Internal Communications  
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[kclarke@texascasa.org](mailto:kclarke@texascasa.org)  
Ext. 118



**Madi Donham**  
External Communications  
Manager  
[mdonham@texascasa.org](mailto:mdonham@texascasa.org)  
Ext. 114

### How the **Communications Team** supports the Texas CASA teams and local CASA programs:

#### Strategic Messaging

- Sets the course for the Texas CASA message, determines direction for new branding and messaging, upholds the brand guidelines and shapes communications for all teams that bring Texas CASA into public awareness and dialogues
- Writes talking points for network leaders to bridge new projects, trainings or organizational news to their staff and volunteers, and for the social impact team's meetings with potential donors

#### Writing, Editing and Design

- Creates guidebooks, reports, toolkits, press releases, letters and other communications materials for the network, stakeholders and the public
- Edits all outgoing materials for clarity and branding as applicable (guidebooks, workbooks, manuals, grants, PowerPoints, correspondence to all EDs, mass communications to donors and stakeholders, collateral, etc.)
- Assists with visual branding and graphic design of Texas CASA printed and digital materials

#### Produces the **CASA Voice – News, Education and Outreach Blog + Monthly Newsletter for External Stakeholders**

- Shares CASA success stories, educational articles, videos, important child welfare news updates and more through the monthly online blog and email alerts

#### Produces **Inside CASA – News, Education and Outreach Blog + Bimonthly Newsletter for Internal Stakeholders**

- Keeps local program staff and board up to date on important news, resources and opportunities through the blog and bi-monthly email alerts

#### Media Visibility Initiative

- Produces regular CEO-byline opinion-editorials on CASA and child welfare issues and places them in news outlets across Texas to provide thought leadership
- Monitors and tracks the mentions of Texas CASA and the CASA network in the news

## **Digital Communications**

- Manages the Texas CASA website and email marketing efforts, as well as regular posts on Texas CASA's Facebook, LinkedIn, YouTube and Instagram channels
- Assists CEO with crisis communications and offers strategic support to manage and mitigate current and potential public relations crisis situations
- Monitors the daily news appearances of Texas CASA and local programs in all media via Google Alerts, assembles and distributes biweekly digest of news appearances

## **Awareness and Training Materials**

- Creates collateral materials to support teams within Texas CASA for network subject-specific guidebooks; branded marketing materials; print and digital learning, tools, resources, etc. to benefit local programs

## **Annual Report**

- Leads the creation of Texas CASA's Annual Report, in collaboration with the Social Impact and Public Policy Teams, to communicate the work we have accomplished each year to donors, stakeholders and the CASA network

## **Media Release and Social Media Templates**

- Provides regular public relations templates for local programs to send to their local news media, and provides monthly calendar of suggested social media posts tied to themed months and current events
- The FIX Video Series
- Films, edits and publishes a monthly video series, The Fix, that focuses on the most pressing issues in the child welfare system and offers solutions on how to fix them through the opinions and expertise of a diverse group of guests across Texas



## MEET THE SOCIAL IMPACT TEAM

Email the Social Impact Team at: [socialimpact@texascasa.org](mailto:socialimpact@texascasa.org)



**Collin Acock**  
Social Impact Director  
[cacock@texascasa.org](mailto:cacock@texascasa.org)  
Ext. 121

### How the **Social Impact Team** supports the Texas CASA teams and local CASA programs:

#### Fundraising

- Identifies, solicits and secures funding sources to support Texas CASA's special events as well as special projects and initiatives, trainings and more for local programs
- Raises unrestricted funds to support Texas CASA operations via the individual giving campaign, grants and third-party fundraising events

#### Grants

- Works with internal project leads to complete and submit grant applications to foundations for funding special projects

#### Community Partnerships

- Works closely and strategically with other teams to develop new and grow existing partnerships in the business community, to benefit Texas CASA from both the marketing and fundraising perspective
- Collaborates with other state and/or local CASA organizations on regional, statewide and national level partnerships to support CASA in Texas

#### Texas CASA Fundraising Collateral and Communications

- Works with the Communications Team to produce fundraising event collateral, annual report, email, social media posts, direct mail and all mass communications to donors and prospects

#### Texas CASA Donor Benefits and Acknowledgement

- Manages the delivery of donor benefits and acknowledgement communications

#### Relationship Building

- Builds and manages relationships with funders, donors, prospective supporters and community partners

#### Fundraising Technical Assistance

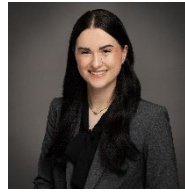
- Offers fund development resources and other support for the CASA programs as requested

## MEET THE PUBLIC POLICY TEAM

Email the Public Policy Team at: [publicpolicy@texascasa.org](mailto:publicpolicy@texascasa.org)



**Sarah Crockett**  
Senior Public Policy Director  
[scrockett@texascasa.org](mailto:scrockett@texascasa.org)  
Ext. 109



**Stephanie Battaglia**  
Public Policy Specialist  
[sbattaglia@texascasa.org](mailto:sbattaglia@texascasa.org)  
Ext. 160

### How the **Public Policy Team** supports the Texas CASA teams and local CASA programs:

#### Legislative Advocacy

- Builds and maintains relationships with legislators, legislative staff, the Governor's office and key stakeholders at the Texas Capitol.
- Solicits input from the CASA network for legislative priorities prior to each legislative session.
- Advocates for state funding to support the 73 local CASA programs, Texas CASA and its initiatives and projects.
- Utilizes grassroots advocacy by working with local CASA programs to develop and build Legislative Advocacy Teams (LATs).

#### Policy Advocacy

- Identifies best practices and policy innovations to support youth in the child welfare system and strengthen advocacy on behalf of the CASA network.
- Collaborates with key stakeholders and legislative offices to support policies aimed at improving the child welfare system.
- Works with the Communications Team to offer legislative and policy expertise for op-eds and other media opportunities, provides support to the Social Impact Team as appropriate, etc.

#### Public Policy Events

- Plans and manages events, including the Legislative Reception, CASA Day at the Capitol and Big Voices for Little Texans® award recognition events.

#### Training and Information Sharing

- Provides in-person and online training to local programs, Texas CASA staff and other stakeholders on legislative changes, agency rule changes, funding issues, and other policy subjects that may affect Texas CASA, the CASA network and the children and families we serve.
- Provide the CASA network with up-to-date communications on advocacy issues through Inside CASA, The CASA Voice, the Texas CASA LAT Facebook page, the Legislative Advocacy Newsletter, webinars and other means.

## **Resource and Collateral Development**

- Develops policy reports, guides, briefs, informational one-pagers and other legislative advocacy and policy-related content.
- Develops informational training resources for Legislative Advocacy Teams regarding effective advocacy on the local and state levels.

## **Workgroups and Collaboration**

- Works with outside stakeholder groups on legislative and policy issues, including the Supreme Court Children’s Commission, DFPS, the Child Protection Roundtable and other child welfare advocacy partners.

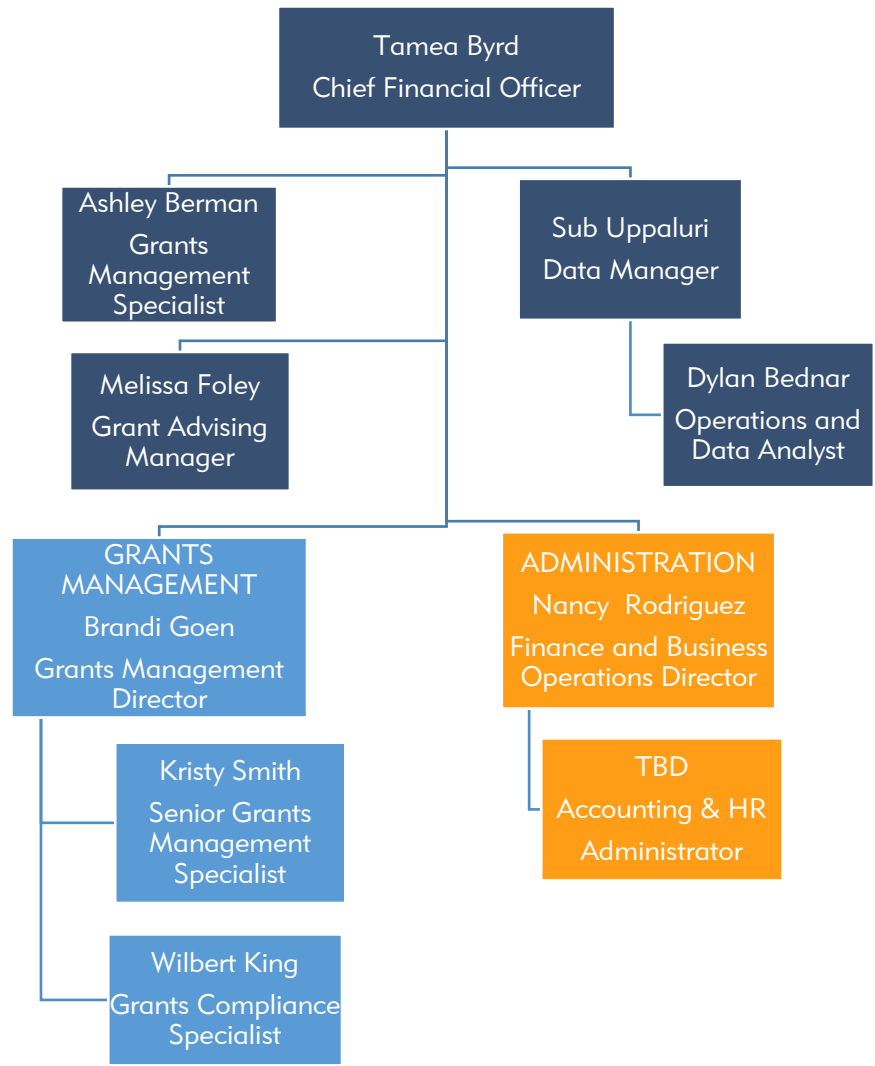
## **Responsive to National CASA Regarding Federal Legislation and/or Appropriations**

- Supports federal legislation, federal funding requests and other actions with members of the Texas congressional delegation and other federal officials with direction from and coordination with National CASA

## **General Assistance**

- Provides guidance, information and resources to local CASA programs and CASA volunteers regarding legislative and policy issues, including interpretation and expertise of the Texas Family Code.

# INTERNAL OPERATIONS DIVISION



## MEET THE INTERNAL OPERATIONS DIVISION

Email the Internal Operations Team at: [administration@texascasa.org](mailto:administration@texascasa.org)



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Ext. 123



**Dylan Bednar**  
Operations and Data Analyst  
[dbednar@texascasa.org](mailto:dbednar@texascasa.org)  
Ext. 102

The Internal Operations Division is comprised of two teams in one: Grants Management and Administration.

### How **Internal Operations** supports the Texas CASA teams and local CASA programs:

The Internal Operations team supports Texas CASA's staff via support of the organization's funding strategies, human resources, and physical and virtual infrastructure. The Internal Operations team also manages the statewide grant applications, budgeting, and reporting for state and federal funding from the Texas Health and Human Services Commission and Office of the Governor, respectively.

#### Data and Research

- Navigates the Online Data Manager (ODM) for performance measures and grants management, provides day-to-day reports on data and coordinates multiyear research
- Leads statewide data collection and provides performance dashboards and data for the CASA programs, provides training and technical assistance for the Online Data Manager (ODM), and coordinates multiyear research

## MEET THE GRANTS MANAGEMENT TEAM

Email the Grants Management Team at: [grants@texascasa.org](mailto:grants@texascasa.org)



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Grants Management Director  
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**Ashley Berman**  
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Ext. 126

### How the **Grants Management Team** supports the Texas CASA teams and local CASA programs:

#### Pass-Through Funding Support

- Reviews Requests for Reimbursement (RFRs) for allowable expenditures and processes payments
- Provides local program financial information related to pass-through reimbursements to the Finance & Business Operations Director for reimbursements requests to be submitted to the Governor's Office and Health & Human Services Commission (HHSC)

#### Information Sharing

- Provides financial/grant information to the Network Services Team and Program Operations team to coordinate support and technical assistance
- Provides grant updates, notices, and data to the Communications Team for Inside CASA, etc.

#### Online Data Manager (ODM) Support

- Assists the Database Administrator in the management of the online portal where the local CASA programs submit their data, funding and reimbursement requests
- Creates and distributes data visualizations, dashboards and reports to promote data-driven decision making related to local program operations

## **Grants Management**

- Manages applications, budgeting, compliance, and reporting for the following grants: HHSC/Crime Victims' Compensation (CVC), Victims of Crime Act (VOCA), Title IV-E for pre-service volunteer training (PSVT), Direct Reimbursements, and License Plate Fund
- Processes local program HHSC/CVC and VOCA budget revision requests when requested to fully utilize grant funds

## **Health and Human Services Commission (HHSC) CVC Financial Reports**

- Prepares required quarterly HHSC/CVC financial reports on pass-through payments made to local CASA programs
- Prepares required annual HHSC/CVC budget allocation report to HHSC that shows the annual grant budgets for each local CASA program

## **Training and Technical Assistance**

- Conducts annual grants training webinar, with additional webinars as needed
- Publishes the Guide to Grants
- Provides day-to-day technical assistance to local CASA programs

## **Compliance**

- Ensures compliance with the required local CASA program annual independent audit and conducts random desk review of supporting documentation for grant compliance

## **Risk Management**

- Conducts financial risk management assessments of the local CASA programs

## MEET THE ADMINISTRATION TEAM

Email the Administration Team at: [administration@texascasa.org](mailto:administration@texascasa.org)



**Nancy Rodriguez**  
Finance & Business  
Operations Director  
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Ext. 117

**TBD**  
Accounting & HR Administrator  
[@texascasa.org](mailto:@texascasa.org)  
Ext.

### How the **Administration Team** supports the Texas CASA teams and local CASA programs:

#### Finance and Accounting

- Oversees the creation of agency budgets, reimbursement requests to granting agencies (e.g., HHSC, OOG, and DFPS), financial management and general accounting activities
- Processes reimbursement requests, assists with financial management and general accounting activities, and provides technical assistance with QuickBooks

#### Strategic Planning

- Oversees the strategic planning process

#### Human Resources

- Manages recruitment and hiring, compensation and benefits, facility management, workplace safety and more to ensure a safe, productive and affirming workplace environment
- Provides expertise and assistance on employee benefits and compensation, and state and federal regulation interpretation

#### Policies and Procedures

- Develops and implements working procedures and performance standards within Texas CASA

#### Risk Management and Compliance

- Oversees procurement and contract management, produces and preserves the integrity of all financial statements and financial documents, and prepares for and undergoes audits from different entities



## QUESTIONS?

If at any point you have questions about the services or support we offer, feel free to contact us. Visit [www.TexasCASA.org/contact](http://www.TexasCASA.org/contact), or see the corresponding section in this document, to email a specific Texas CASA team. You can also call our main line at (512) 473-2627 or email us at [txcasa@texascasa.org](mailto:txcasa@texascasa.org), with general inquiries.

