



**CHANGE** *the*  
*conversation.*



**STRATEGIC PLAN**  
**2024 - 2028**

# Executive Summary



Since 2021, Change the Conversation has embarked on a transformative journey characterized by remarkable growth and excitement. The organization's unwavering commitment to preventing child sexual abuse and fostering healing for survivors is evident in its comprehensive prevention education, professional development initiatives, counseling grants, and community outreach efforts. This dedication is infused throughout its second strategic plan, which will serve as a guiding framework for the organization through 2028.

Change the Conversation's mission is to engage all communities in the prevention of and healing from child sexual abuse. The organization envisions a world where every person understands the innumerable impacts of child sexual abuse and is compelled to eliminate it. Change the Conversation's recent strategic planning journey focused on enhancing its efforts to combat child sexual abuse within the community. The four-stage, participatory approach actively engaged Board members, staff, and community partners in creating a shared vision and outlining strategies to overcome existing barriers, all while advancing the organization toward its goals over the next three to five years.

An environmental scan revealed several key insights:

- **Program Expansion:** Change the Conversation has achieved notable growth in key initiatives, such as the classroom-based program, Turn the Talk, which has positively impacted students and educators across various Maryland school districts.
- **Increased Counseling Support:** There has been a significant need for counseling grants, enabling the organization to provide essential therapeutic services to survivors of childhood sexual abuse.
- **Identified Challenges:** The organization faces ongoing challenges, including resource limitations, reliance on fluctuating grant funding, and community resistance to discussions about sensitive topics like child sexual abuse.
- **Future Opportunities:** Moving forward, Change the Conversation identified future opportunities for growth, including national and international program expansion, enhanced technology integration, and diversified funding sources to strengthen community engagement and support.

Throughout the planning initiative, a series of workshops helped clarify Change the Conversation's vision and establish strategic directions.

Change the Conversation's **vision statement** reflects its commitment to increasing knowledge of child sexual abuse, fostering diverse and collaborative partnerships, enhancing access to services, and establishing itself as the recognized and trusted resource for prevention and healing.

Change the Conversation outlined clear directions to guide future efforts, including:

- Bravely leading conversations on child sexual abuse and the organization's community impact.
- Sustaining and scaling robust programs through strategic collaboration and fundraising.
- Enhancing the effectiveness and accountability of CTC staff and Board members.

The process also involved defining **two-year indicators** to measure progress, define success, and ensure accountability. These indicators will help track the organization's impact, inform strategies, and enhance community engagement. They include:

- **Broadening reach and increasing revenue from training and education initiatives**, offering both live and virtual learning opportunities tailored to community needs;
- **Enhancing organization reach and effectiveness in meeting school-based needs**, developing evidence-based practices, and disseminating these strategies effectively;
- **Securing and diversifying funding sources** to support greater reach, availability, innovation, and quality in its counseling grants and related services;
- **Consulting with media outlets** on child sexual abuse stories;
- **Expanding services** in communities where partnerships exist **and introducing initiatives** to new communities affected by child sexual abuse;
- **Strengthening Board participation and leadership** in meetings, trainings, and initiatives; and
- **Increasing financial resources driven by Board engagement** to support the organization's initiatives and sustainability.

Change the Conversation's newly adopted strategic planning initiative aims to position the organization as a more effective leader in the fight against child sexual abuse. With renewed focus and clear objectives, the organization is excited about the work ahead, including collaborating with passionate partners who are committed to creating a safer and more informed community.