

# CALIFORNIA CIVIL RIGHTS DEPARTMENT



## STRATEGIC PLAN FISCAL YEAR 2025-29



# INTRODUCTION

The Strategic Plan outlines our goals and priorities for the next four years. This plan outlines four goals each with its own set of strategies that align and support CRD's Mission, Vision, and Core Values. In light of changing circumstances, this plan will serve as our guide to ensure we are working to protect the civil rights of all Californians.

## METHODOLOGY

In late 2022, CRD hired a consulting firm, Mission Consulting, to perform an environmental assessment of CRD. This process included a survey and a series of in-person workshops and interviews conducted by the consultants to promote candid feedback from all staff. The final survey results were shared with each division during individual meetings to discuss and solicit additional divisional goals and strategies.

# GUIDING PRINCIPLES



## OUR MISSION

Protect the people of California from unlawful discrimination in employment, housing, and public accommodations and from hate violence and human trafficking.

## OUR VISION

A California free of discrimination.

## OUR CORE VALUES

Accountability, Commitment to Justice, Customer Service, Excellence, Fairness, Integrity, and Teamwork.

## GOAL 1

# REACHING CALIFORNIAS

### **Increase access to information about rights and responsibilities**

Strategy 1: Embed ongoing feedback from the public into CRD's work and address identified areas of to improve the resources we make available.

Strategy 2: Target and improve outreach to vulnerable and underserved communities including those with limited English proficiency.

Strategy 3: Continue to work in partnership with Community Based Organizations (CBOs) with the best understanding of the opportunities and challenges in their communities.

Strategy 4: Engage with Californians through methods that work best for them, including traditional and new/emerging platforms and technologies.

## GOAL 2

# CATALYST FOR COMMUNITIES

### **Prevent and combat civil rights violations through proactive and strategic efforts**

Strategy 1: Integrate a sophisticated understanding of discrimination into our work and pursue cases and strategies that will have the greatest impact.

Strategy 2: Use qualitative and quantitative data to inform our work.

Strategy 3: Engage and partner with civil rights entities throughout the state and country.



## GOAL 3

# EXCEPTIONAL SERVICE

**Align and improve CRD processes and systems to effectively meet our business needs to continue serving the people of California in an equitable and efficient manner**

Strategy 1: Ensure our services are user-friendly, accessible, and consistent across all platforms.

Strategy 2: Improve timeliness and quality of services by streamlining processes and ensuring we're using resources effectively.

Strategy 3: Ensure that our policies and procedures are up- to- date and that we know where to find them and how to use them.

Strategy 4: Develop and maintain standards and tools for measuring our performance.

## GOAL 4

# ORGANIZATIONAL EXCELLENCE

**Invest in our employees and promote organizational excellence through a diverse and mission-focused workforce.**

Strategy 1: Promote collaboration between and across divisions.

Strategy 2: Attract talent to our team by using accessible, inclusive, and innovative recruitment strategies.

Strategy 3: Foster workspaces where team members feel valued, connected, and empowered to advance CRD's mission.



# Civil Rights Department

STATE OF CALIFORNIA

---

California Civil Rights Department  
651 Bannan Street, Suite 200  
Sacramento, CA 95811  
<https://civildrights.ca.gov/>

Updated June 2025