

Virginia School Counselor Association Strategic Plan 2013-2018

The mission of the Virginia School Counselor Association (VSCA) is to actively promote excellence in the profession of school counseling and to provide member support through professional development, advocacy, leadership, accountability, and collaboration.

Goal I: Professional Development: To provide professional development opportunities to all Virginia professional school counselors.

STEPS:	
A	Needs assessment of membership (1 year)
B	Provide PD to all regions over 2 – 3- year span (2 – 3 years)
C	Develop mentor class/mentor program that has CEUs (1 – 2 years)
D	Continue 1 day workshops with a specific themes, Fall Conference, Summer Academy (ongoing)
E	Develop a professional development plan that would allow school counselors to earn 180 points over a 3-5 year span with the possibility of an on-line component.
F	Continue to support schools with RAMP implementation.
Timeline:	2013 - 2018
Desired Results:	Professional development that is accessible to members from a variety of modalities (F2F, on-line) that directly supports their needs based on topic, school and community culture.
Persons Responsible	Professional Development Chair; President; Past President; President-Elect; VSCA Board Members
Goal Accomplished Yes of No:	

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Goal II: Member Services: To provide services to current and future professionals in school counseling in the Commonwealth of Virginia.

STEPS:	
A	Recruit diverse school counselors, school counseling students and school counselor educators from all regions of Virginia who are representatives of various populations.
B	Maintain ability to join association through multiple venues (on-line, paper, conferences).
C	Use technology (social media/email) to communicate with membership.
D	Identify creative ways to encourage new professional school counselors to join.
E	Actively recruit non-members.
F	Provide a high level of services to our current membership according to the mission statement of the organization.
G	Keep track of membership trends through the use of data.
Timeline:	2013 - 2018
Desired Results:	45% of professional school counselors as active members in the association and provide innovative member services
Persons Responsible	Membership Chair, VSCA Board Members
Goal Accomplished Yes of No:	

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Goal III: Advocacy: To advocate for professional school counselor by educating legislative and school policy makers and other stakeholders about the comprehensive school counseling program.

STEPS:	
A	Continue advocacy of Human Rights Project
B	Increase visibility of VSCA through <i>Membership Day</i> or an Annual Membership Drive (retention and new)
C	Eradicate the term “ <i>guidance</i> ”; protect our brand (Professional School Counselor)
D	Opportunity for a diversity of professional school counselors to come together in order to get to know one another, network and support one another.
E	Work with Lobbyist to identify ways to address membership concerns.
F	Organize an Annual Legislative Day to bring awareness to the field of school counseling.
G	Collect data from surveys and questionnaires (conferences, legislative agenda)
Timeline:	2013-2018
Desired Results:	Address issues that affect school counseling; Create a legislative agenda
Persons Responsible	Government Relations Chair, President, Membership Chair, Professional Recognition Chair, Professional Development Chair; VSCA Board Members
Goal Accomplished Yes of No:	

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Goal IV: Accountability: To promote greater use of accountability strategies that monitors student achievement and evaluates the impact of school counseling programs.

STEPS:	
A	Collect and analyze data to demonstrate VSCA's contribution and impact on school counseling.
B	Promote collecting, analyzing and reporting data by school counselors.
C	Promote participation in research on VSCA.org.
D	Sponsor VSCA members submitting RAMP applications and publish accompanying manual.
Timeline:	2013-2018
Desired Results:	To show how Virginia students are different as a result of school counseling programs.
Persons Responsible	Professional Development Chair, Research Chair, Writing Team, VSCA Board Members
Goal Accomplished Yes of No:	

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Goal V: Organizational Effectiveness: To determine organizational structure and administrative strategies that supports the mission of VSCA.

STEPS:	
A	Manage effectively and efficiently all financial operations.
B	Continue to monitor performance of all financial accounts.
C	Continue to monitor revenue compared to expenses.
D	Review Strategic Plan every 5 years.
E	Review Bylaws and Board Policies annually and amend as needed.
F	Develop a diverse board (regionally, ethnically, age, gender, sexual orientation) that will work within the best interest of the association.
G	Continue to recruit board members who are knowledgeable about the progression of the field and supportive of the role of the professional school counselor.
H	Ensure that board members are knowledgeable about board ethics and professionalism when representing the association on behalf of its members.
I	Continue to develop relationships and collaborate with other organizations that are supportive of professional school counselors and the profession.
Timeline:	2013-2018
Desired Results:	Association finances will continue to remain strong, viable and grow for years while representing all school counselors across the Commonwealth of Virginia.

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Persons Responsible	President, Treasurer, By-laws Chair, VSCA Board
Goal Accomplished Yes of No:	