

**KANSAS
COUNSELING
ASSOCIATION**

**STRATEGIC PLAN
2005-2008**

Last DRAFT COPY 8-15-07

GOAL A: Increase public awareness and advocacy for the counseling profession

	STRATEGY	2005-2006	2006-2007	2007-2008
A1	Identify, develop, maintain, and expand communication relationships with local media.	1) Region Presidents will maintain communication links with local media in their region. 2) Media Committee will follow-up with the identified local media. 3) PPL Advocacy Committee will team with division presidents in promoting the profession generically and its various specialties.	4) Region Presidents will promote communication links with local media in their region. 5) Media Committee will follow-up with the identified local media. 6) PPL Advocacy Committee will team with division presidents in promoting the profession generically and its various specialties.	7) Region Presidents will promote communication links with local media in their region. 8) Media Committee will follow-up with the identified local media. 9) PPL Advocacy Committee will team with division presidents in promoting the profession generically and its various specialties.
A2	Educate the public regarding counseling and the services that counselors provide.	1) President will charge an advocacy subcommittee with providing initial supportive advocacy efforts on behalf of KCA Members. 2) Advocacy Committee will work with KSCA to initiate cooperative written contacts to administrators	5) President will charge an advocacy subcommittee with providing initial supportive advocacy efforts on behalf of KCA members. 6) Advocacy Committee will work with KSCA to initiate cooperative written contacts to administrators	9) President will charge an advocacy subcommittee with providing initial supportive advocacy efforts on behalf of KCA members. 10) Advocacy Committee will work with KSCA to initiate cooperative written contacts to administrators

		<p>and legislators to promote and advocate for school counselors and school counseling programs.</p> <p>3) KCA President and KSCA President will initiate presentations or vendor booths at School Administrator Conference.</p> <p>4) PPL Advocacy will work with other divisions to develop a cooperative advocacy plan.</p>	<p>and legislators to promote and advocate for school counselors and school counseling programs.</p> <p>7) KCA President and KSCA President will initiate presentations or vendor booths at School Administrator Conference.</p> <p>8) PPL Advocacy will work with other divisions to develop a cooperative advocacy plan.</p>	<p>and legislators to promote and advocate for school counselors and school counseling programs.</p> <p>11) KCA President and KSCA President will initiate presentations or vendor booths at School Administrator Conference.</p> <p>12) PPL Advocacy will work with other divisions to develop a cooperative advocacy plan.</p>
A3	Design and implement advocacy training for members and leaders at all levels.	<p>1) PPL Advocacy Committee will develop programs and strategies to train and assist all members in advocacy for counseling and counselors.</p>	<p>2) PPL Advocacy Committee will provide programs and strategies to train and assist all members in advocacy for counseling and counselors.</p>	<p>3) PPL Advocacy Committee will provide programs and strategies to train and assist all members in advocacy for counseling and counselors.</p>
A4	Identify and develop collaborative relationships with organizations with which we share common concerns.	<p>1) Executive Council will consider expanding mutual activities where appropriate.</p> <p>2) PPL Chair will maintain and expand relationships with identified organizations.</p>	<p>3) The Executive Council will consider expanding mutual activities where appropriate.</p> <p>4) The Executive Council will maintain and expand relationships with identified organizations.</p>	<p>5) The Executive Council will consider expanding mutual activities where appropriate.</p> <p>6) The Executive Council will maintain and expand relationships with identified organizations.</p>

GOAL B: Develop and implement a set of strategies that respond to the needs of a diverse membership.

	STRATEGY	2005-2006	2006-2007	2007-2008
B1	Identify needs of members and potential members.	1) Membership Committee Chair will survey members and potential members.	2) Membership Committee Chair will survey members and potential members.	3) Membership Committee Chair will survey members and potential members.
B2	Address diverse needs and issues through association activities and media.	1) President Elect, President Elect-Elect and Region and Division Presidents will continue to promote and encourage region and division programs at convention and through newsletter. 2) Media Committee Chair will provide more information members via the web and web-based services including newsletter...	3) President Elect, President Elect-Elect and Region and Division Presidents will continue to promote and encourage region and division programs at convention and through newsletter. 4) Media Committee Chair will provide more information members via the web and web-based services including newsletter... 5) Message Board for members to address their needs.	6) President Elect, President Elect-Elect and Region and Division Presidents will continue to promote and encourage region and division programs at convention and through newsletter. 7) Media Committee Chair will provide more information to members via the web and web-based services including newsletter...

B3	Increase appreciation of benefits of KCA members and potential members.	<ol style="list-style-type: none"> 1) ___ will increase contacts with all members by utilizing e-mail for periodic contacts. 2) Welcome and inform new members and continuing members of the benefits of the organization, KCA divisions, and regions. 	<ol style="list-style-type: none"> 3) Executive Secretary will increase contacts with all members by utilizing e-mail for periodic contacts. 4) President and Executive Council will welcome and inform new members and continuing members of the benefits of the organization, KCA divisions, and regions. 5) Executive Secretary will establish a system for thanking employees for professional development opportunities. 6) Board members call membership to encourage participants for membership retention. 	<ol style="list-style-type: none"> 7) Executive Secretary will increase contacts with all members by utilizing e-mail for periodic contacts. 8) President and Executive Council will welcome and inform new members and continuing members of the benefits of the organization, KCA divisions, and regions. 9) Executive Secretary will establish a system for thanking employees for professional development opportunities. 10) Explore Insurance for Counselors.
B4	Increase involvement and develop a sense of ownership among all members.	<ol style="list-style-type: none"> 1) Each Executive Council member will increase personal contacts and discussion with current members during convention. 	<ol style="list-style-type: none"> 2) Each Executive Council member will increase personal contacts and discussion with current members during convention. 	<ol style="list-style-type: none"> 3) Each Executive Council member will increase personal contacts and discussion with current members during convention.

<p>B5</p>	<p>Provide opportunities for networking and social interaction.</p>	<ol style="list-style-type: none"> 1) Executive Secretary will develop a directory of members in electronic web-based formats. 2) Executive Secretary will develop a list serve for sharing ideas and networking. 3) Executive Secretary will designate new members, list specialization, and develop speaker bureau. 		<ol style="list-style-type: none"> 1) Past President, working with the Professional Dev. Team, will develop a formal Mentoring program. 2) President will develop and use boundary breaker activities at KCA events. 3) Executive Council members will initiate personal contacts with members and potential members at KCA, region, or division meetings. 4) Executive Secretary will develop a directory of members in electronic web-based formats. 5) Executive Secretary will develop a list serve for sharing ideas and networking. 6) Executive Secretary will designate new members, list specializations, and develop speaker bureau.
<p>B6</p>	<p>Provide professional growth opportunities for members.</p>	<ol style="list-style-type: none"> 1) Professional Preparation, Standards, and Ethics Committee Chair will assist members in earning CEU's for convention, region and division programs, and workshops and identify and facilitate other professional development opportunities for members. 2) Each division will sponsor (provide or arrange for) at least one breakout session at every convention. 3) President Elect-Elect will use 	<ol style="list-style-type: none"> 4) Professional Preparation, Standards, and Ethics Committee Chair will assist members in earning CEU's for convention, region and division programs, and Drive-In workshops and identify and facilitate other professional development opportunities for members. 5) Each division will sponsor (provide or arrange for) at least one breakout session at every convention. 	<ol style="list-style-type: none"> 8) Professional Preparation, Standards, and Ethics Committee Chair will assist members in earning CEU's for convention, region and division programs, and workshops and identify and facilitate other professional development opportunities for members. 9) Each division will sponsor (provide or arrange for) at least one breakout session at every convention. 10) President Elect-Elect will use

		previous convention survey results to plan and conduct a current survey for Executive Council review.	<ul style="list-style-type: none"> 6) President Elect-Elect will use previous convention survey results to plan and conduct a current survey for Executive Council review. 7) Develop CEU Form on web site for Regional Division to use. 	<p>previous convention survey results to plan and conduct a current survey for Executive Council review.</p> <p>11) Program committee will be restructured so that there is more Div. & Regional involvement in the development & implementation of the conference. Div. & Reg. will be responsible for more sessions & types of session to meet membership needs</p>
B7	Develop and publicize resources for member use.	<ul style="list-style-type: none"> 1) Media Committee Chair will propose a plan for developing and sharing resources with members and among members. 	<ul style="list-style-type: none"> 2) Media Committee Chair will propose a plan for developing and sharing resources with members and among members. 	<ul style="list-style-type: none"> 3) Media Committee Chair will propose a plan for developing and sharing resources with members and among members.
B8	Strongly encourage all students in counseling programs to participate as members of KCA through appropriate regions and divisions.	<ul style="list-style-type: none"> 1) Membership Committee Chair will involve each of the counselor education institutions in promoting membership in KCA as the professional thing to do. 2) President will implement a formal graduate student involvement program. 	<ul style="list-style-type: none"> 3) Membership Committee Chair will involve each of the counselor education institutions in promoting membership in KCA as the professional thing to do. 4) President will implement a formal graduate student involvement program. 5) Get a student KCA representative on each campus to encourage, promote involvement in KCA. 	<ul style="list-style-type: none"> 6) Graduate Student Chair will involve each of the counselor education institutions in promoting membership in KCA as the professional thing to do. 7) President will develop a formal graduate student involvement program.

GOAL C: Enhance respect for and recognition of human dignity and diversity.

	STRATEGY	2005-2006	2006-2007	2007-2008
C1	Provide professional development and media materials related to human dignity and diversity.	1) Newsletter editor will create a diversity column in the KCA News. 2) Human Rights Committee will research training opportunities for diversity training and publish these opportunities in the newsletter and on the website.	3) Human Rights Committee will research training opportunities for diversity training and publish these opportunities in the newsletter and on the website.	4) Newsletter editor will create a diversity column in the KCA News. 5) Human Rights Committee will research training opportunities for diversity training and publish these opportunities in the newsletter and on the website. 6) Explore ways to address issues of the aging.
C2	Provide at least one presentation to human dignity and diversity at each KCA Convention.	1) Convention Committee Chair will specifically include a minimum of one program on diversity issues. 2) Human Rights Committee will be charged to ensure at least one program will be presented at convention. 3) PPL Chair will identify recommended positions to be taken. 4) Executive Council will decide on positions to be taken. 5) PPL Chair will publicize the position and reasons for advocacy.	6) Convention Committee Chair will specifically include a minimum of one program on diversity issues. 7) Human Rights Committee will be charged to ensure at least one program will be presented at convention. 8) PPL Chair will identify recommended positions to be taken. 9) Executive Council will agree on positions to be taken 10) PPL Chair will publicize the position and reasons for advocacy.	11) Convention Committee Chair will specifically include a minimum of one program on diversity issues. 12) Human Rights Committee will be charged to ensure at least one program will be presented at convention.

C3	Develop, maintain, and publish a library resource list.	<ul style="list-style-type: none"> 1) Media Committee Chair will provide a place on the website for dignity and diversity resource library. 2) President will solicit additional contributions for the human rights database. 	<ul style="list-style-type: none"> 3) Media Committee Chair will provide a place on the website for dignity and diversity resource library. 4) President will solicit additional contributions for the human rights database. 	<ul style="list-style-type: none"> 5) Media Committee Chair will provide a place on the website for dignity and diversity resource library. 6) President will solicit additional contributions for the human rights database. 7) Media Chair will update the human rights database yearly.
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GOAL D: Promote unity of purpose and diversity of practice.

	STRATEGY	2005-2006	2006-2007	2007-2008
D1	Identify and acknowledge the commonalities among all counselors.	<ul style="list-style-type: none"> 1) President will use various media to assist members in identifying commonalities among all counselors. 	<ul style="list-style-type: none"> 2) President will use various media to assist members in identifying commonalities among all counselors. 	N/A
D2	Identify and give recognition to the unique contributions of KCA members.	<ul style="list-style-type: none"> 1) Awards Committee Chair will propose and Executive Council approve revisions of the nomination process to make it more user-friendly. 	<ul style="list-style-type: none"> 2) Awards Committee Chair will propose and Executive Council approve revisions of the nomination process to make it more user-friendly. 	<ul style="list-style-type: none"> 3) Awards Committee Chair will propose and Executive Council approve revisions of the nomination process to make it more user-friendly.
D3	Publish materials and information that is inclusive of the needs and interests of all KCA entities.	<ul style="list-style-type: none"> 1) Each region president assign a “highlight chair” to identify people with outstanding achievements. 2) Regional “highlight chair” will submit articles about the individuals selected to KCA News editor who will publish as space permits and/or for publishing in region/division 		<ul style="list-style-type: none"> 3) Media will publish articles related to mental health issues in the newsletter and/or website.

		newsletters.		
D4	Increase understanding and cooperation among divisions.			1) President and Region and Division Support Committee will continue to encourage collaboration and cooperation including joint meetings where appropriate.

D5	Address the needs of struggling divisions.	<ol style="list-style-type: none"> 1) President will implement strategies, programs and a KCA active Region and Division Support Committee. 2) Region and Division Support Committee will organize commercials during convention regarding the benefits of each specific division. 3) Convention Committee Chair will create separate division meetings @ conferences to avoid double booking of divisions @ conferences. 4) Media Committee will provide resources to divisions such as possible speakers to attend division meetings. 5) Division leaders and current members will provide personal invitations to meetings and conferences. 		<ol style="list-style-type: none"> 6) President will implement strategies, programs, and a KCA active Region and Division Support Committee. 7) Region and Division Support Committee will organize commercials during convention regarding the benefits of each specific division. 8) Convention Committee Chair will create separate division meetings @ conferences to avoid double booking of divisions @ conferences. 9) Media Committee will provide resources to divisions such as possible speakers to attend division meetings. 10) Division leaders and current members will provide personal invitations to meetings are conferences.
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GOAL E: Provide leadership in public policy and legislation.

	STRATEGY	2005-2006	2006-2007	2007-2008
E1	Seek financial support for legislative activities and lobbying efforts.			<ol style="list-style-type: none"> 1) Invite lobbyist to convention for update.
E2	Foster communication between members and legislators and between			<ol style="list-style-type: none"> 1) Develop guidelines

	members and other agencies regarding the counseling profession.			
E3	Provide training on public policy and legislation for members of the counseling profession.	<ul style="list-style-type: none"> 1) PPL Committee Chair will submit updates and news articles for each issue of the KCA News. 2) PPL Committee Chair will provide breakout session at annual KCA convention. 	<ul style="list-style-type: none"> 3) PPL Committee Chair will submit updates and news articles for each issue of the KCA News. 4) PPL Committee Chair will provide breakout session at annual KCA convention. 	<ul style="list-style-type: none"> 5) PPL Committee Chair will submit updates and news articles for each issue of the KCA News. 6) PPL Committee Chair will provide breakout session at annual KCA convention.
E4	Foster ongoing interaction between counselors and legislators through planned annual activities.		<ul style="list-style-type: none"> 1) PPL Committee will organize written and personal contact opportunities for counselors with state and/or national legislators. 	

GOAL F: Prepare and nurture effective leaders for the Association.

	STRATEGY	2005-2006	2006-2007	2007-2008
F1	Recognize the contribution of counselors.	<ul style="list-style-type: none"> 1) Awards committee, region and division presidents will assist in identifying counselors who have made a contribution to the profession. 	<ul style="list-style-type: none"> 2) Awards committee, region and division presidents will assist in identifying counselors who have made a contribution to the profession. 	

F2	Utilize former association leaders in advisory roles to help mentor incoming association leaders.	<ul style="list-style-type: none"> 1) Past President will plan, implement, monitor, evaluate, and refine a mentoring system to insure that incoming region and division presidents, officers, and committee chairs are guided regarding their leadership in the organization. 2) Past President will involve other past presidents as mentors to the Executive Board (Officers), and past association officers (KCA Region, and Division) and Committee Chairs in mentoring new Executive Council members. 	<ul style="list-style-type: none"> 3) Past President will plan, implement, monitor, evaluate, and refine a mentoring system to insure that incoming region and division presidents, officers, and committee chairs are guided regarding their leadership in the organization. 4) Past President will involve other past presidents as mentors to the Executive Board (Officers), and past association officers (KCA Region, and Division) and Committee Chairs in mentoring new Executive Council members. 	<ul style="list-style-type: none"> 5) Past President will plan, implement, monitor, evaluate, and refine a mentoring system to insure that incoming region and division presidents, officers, and committee chairs are guided regarding their leadership in the organization. 6) Past President will involve other past presidents as mentors to the Executive Board (Officers), and past association officers (KCA Region, and Division) and Committee Chairs in mentoring new Executive Council members.
F3	Provide one-on-one encouragement to colleagues to participate in their professional organization and conferences.	<ul style="list-style-type: none"> 1) All members of KCA Executive Council will encourage colleagues to attend convention and increase their involvement in the association. 	<ul style="list-style-type: none"> 2) All members of KCA Executive Council will encourage colleagues to attend convention and increase their involvement in the association. 	<ul style="list-style-type: none"> 3) All members of KCA Executive Council will encourage colleagues to attend convention and increase their involvement in the association.
F4	Apply for Midwest ACA Emerging Leader grants each year to encourage new involvement in leadership.	<ul style="list-style-type: none"> 1) Executive Board will identify an Emerging Leader and write an ACA Midwest grant application for attendance at Midwest Fall LDC. 	<ul style="list-style-type: none"> 2) Executive Board will identify an Emerging Leader and write an ACA Midwest grant application for attendance at Midwest Fall LDC. 	<ul style="list-style-type: none"> 3) Executive Board will identify an Emerging Leader and write an ACA Midwest grant application for attendance at Midwest Fall LDC.

<p>F5</p>	<p>Provide transition into KCA leadership roles through leadership development training.</p>	<ol style="list-style-type: none"> 1) President will continue the summer KCA Executive Council leadership transition workshop for individuals assuming leadership responsibilities as members of the KCA Executive Council. 2) President will establish and charge a leadership development task force to organize and/or coordinate, monitor and evaluate the relevant components of an effective leadership development program. 3) Leadership Committee will create a leadership development institute to help individuals in the field understand general leadership concepts, understand KCA leadership responsibilities and procedures, become acquainted with current KCA leaders, and promote organizational involvement in KCA and its divisions and regions. 4) Leadership Committee will provide workshops on leadership skills to leaders of divisions and regions. 	<ol style="list-style-type: none"> 5) President will continue the summer KCA Executive Council leadership transition workshop for individuals assuming leadership responsibilities as members of the KCA Executive Council. 6) President will establish and charge a leadership development task force to organize and/or coordinate, monitor and evaluate the relevant components of an effective leadership development program. 7) Leadership Committee will create a leadership development institute to help individuals in the field understand general leadership concepts, understand KCA leadership responsibilities and procedures, become acquainted with current KCA leaders, and promote organizational involvement in KCA and its divisions and regions. 8) Leadership Committee will provide workshops on leadership skills to leaders of divisions and regions. 	<ol style="list-style-type: none"> 9) President will continue the summer KCA Executive Council leadership transition workshop for individuals assuming leadership responsibilities as members of the KCA Executive Council.
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F6	Involve experienced association leaders in the development and coordination of a mentoring program for future association leadership.	1) Involve present and former Region and Division officers in identifying and promoting potential leaders who are as yet not involved.	2) Assign specific tasks to Executive Council members and or regions and divisions.	3) Assign specific tasks to Executive Council members and or regions and divisions.
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GOAL G: Maintain and promote a strategic and collaborative planning culture.

	STRATEGY	2005-2006	2006-2007	2007-2008
G1	Maintain a strategic planning committee composed of current executive members appointed by the President to review and revise the KCA Strategic Plan.	1) President will appoint the Chair of the Strategic Planning Committee.	2) President will appoint the Chair of the Strategic Planning Committee.	3) President will appoint the Chair of the Strategic Planning Committee.

G2	Provide opportunities for the Executive Council and members to provide feedback and suggestions to the strategic planning committee.	<ol style="list-style-type: none"> 1) Region Presidents will involve all of their members in considering the strategic plan, and giving feedback to the Committees Chair. 2) Division Presidents will encourage discussion of the strategic plan and will share feedback with the Committee Chair. 3) Committee Chairs and officers will offer input as it applies to their assigned focus. 4) KCA President will allocate a segment of each executive Council meeting for focus on strategic planning- (implementation, review, or revision of the plan). 	<ol style="list-style-type: none"> 5) Region Presidents will involve all of their members in considering the strategic plan, and giving feedback to the Committees Chair. 6) Division Presidents will encourage discussion of the strategic plan and will share feedback with the Committee Chair. 7) Committee Chairs and officers will offer input as it applies to their assigned focus. 8) KCA President will allocate a segment of each executive Council meeting for focus on strategic planning- (implementation, review, or revision of the plan). 	<ol style="list-style-type: none"> 9) Region Presidents will communicate to their members in considering the strategic plan, and giving feedback to the Committees Chair. 10) Division Presidents will encourage discussion of the strategic plan and will share feedback with the Committee Chair. 11) Committee Chairs and officers will offer input as it applies to their assigned focus. 12) KCA President will allocate a segment of each executive Council meeting for focus on strategic planning- (implementation, review, or revision of the plan).
G3	The committee will present the strategic plan to the Executive Council for review, refinement, extension, and approval.	<ol style="list-style-type: none"> 1) Committee Chair will facilitate the Executive Council review of the current plan and the development of the new third year of the plan. 	<ol style="list-style-type: none"> 2) Committee Chair will facilitate the Executive Council review of the current plan and the development of the new third year of the plan. 	<ol style="list-style-type: none"> 3) Committee Chair will facilitate the Executive Council review of the current plan and the development of the new third year of the plan.
G4	The Executive Council and officers will operate under the direction of the Strategic Plan in making decisions.	<ol style="list-style-type: none"> 1) President will focus the Executive Council on implementation of the plan. 	<ol style="list-style-type: none"> 2) President will focus the Executive Council on implementation of the plan. 	<ol style="list-style-type: none"> 3) President will focus the Executive Council on implementation of the plan.

