

## KCA Strategic Plan 2011-2014

<b>Strategic Initiatives</b> <i>The key directions and undertakings that will shape our future</i>	<b>Success Factors</b> <i>The principals and ways of working that will guide our efforts</i>	<b>Action Steps</b> <i>The key action steps we are committed to taking to achieve the targeted results</i>	<b>Targeted Results</b> <i>The objectives that are critical to achieve in reaching of our vision</i>
<p style="text-align: center;"><b>Public Awareness &amp; Advocacy</b></p> <p>Increase public awareness and advocacy for the counseling profession</p>	<ul style="list-style-type: none"> <li>▣ Name media and advocacy committees to address public awareness and advocacy needs for KCA</li> <li>▣ Region presidents will promote communication with local media</li> <li>▣ Effective use of technology</li> </ul>	<ul style="list-style-type: none"> <li>➔ Region presidents will submit quarterly reports of positive news exposure for counselors in their region. Baseline data will be established 2011-2012.</li> <li>➔ Advocacy committee will develop programs and strategies to train on advocacy for counselors.</li> <li>➔ Membership Chair will conduct yearly surveys to track progress and needs of association.</li> <li>➔ President-Elect will make funds available for advocacy efforts.</li> <li>➔ KCA President and KSCA President will initiate presentations or vendor booths at School Administrators Conference.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 10% increase in the amount of positive news exposure for the counseling profession by 2014.</li> <li><input type="checkbox"/> Advocacy training opportunities will be provided to all KCA members by 2014.</li> <li><input type="checkbox"/> KCA will make available advocacy materials and use them to initiate contact with administrators and legislators for school counselors by 2012.</li> </ul>
<p style="text-align: center;"><b>Membership</b></p> <p>Develop and implement a set of strategies that respond to the needs of a diverse membership.</p>	<ul style="list-style-type: none"> <li>▣ Name committee with representation from regions and divisions to address diverse membership needs.</li> <li>▣ Executive Council will assign a person to manage a KCA list serve</li> <li>▣ Graduate Student Chair, Leadership Chair, &amp; President will promote membership to graduate students</li> <li>▣ Providing accessible trainings to KCA members will be an incentive to join.</li> </ul>	<ul style="list-style-type: none"> <li>➔ Executive Secretary will develop a speakers bureau.</li> <li>➔ KCA will provide <del>not</del> topic+development opportunities through the use of technology</li> <li>➔ A formal graduate student involvement program will be maintained</li> <li>➔ Survey counselors who have chosen not to renew KCA membership in order to better address needs</li> <li>➔ Executive Board will maintain a mentors list.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 10% increase in KCA membership by 2014. Baseline will be established in 2011.</li> <li><input type="checkbox"/> Recognize representation from all counselor education institutions at annual KCA convention.</li> <li><input type="checkbox"/> KCA will maintain a 95% retention rate of current members.</li> </ul>
<p style="text-align: center;"><b>Leadership</b></p> <p>Prepare and nurture effective leaders who promote unity of purpose and diversity of practice.</p>	<ul style="list-style-type: none"> <li>▣ Past Presidents &amp; Leadership Chair will develop a mentoring system for new leaders in the organization.</li> <li>▣ Human Rights Committee will ensure a voice in the organization to all members.</li> <li>▣ Establish Strategic Planning Committee to review, revise, and</li> </ul>	<ul style="list-style-type: none"> <li>➔ Executive Board will identify emerging leaders to attend leadership training.</li> <li>➔ President will lead summer KCA Executive Council leadership transition workshop.</li> <li>➔ KCA will set journal guidelines and solicit journal articles in a timely manner covering issues common to all counselors.</li> <li>➔ Convention Committee Chair will solicit programs based on dignity and diversity.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> KCA will provide at least one training to emerging leaders yearly.</li> <li><input type="checkbox"/> KCA will publish two journals by 2014.</li> <li><input type="checkbox"/> KCA will ensure that a portion of the newsletter and convention presentations address dignity and diversity issues.</li> </ul>

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