

**VIRIGNIA COUNSELORS ASSOCIATION
STRATEGIC PLAN
2018-2020**

VISION: The vision of the Virginia Counselors Association is to strengthen the professional identity of counselors through innovative professional development and collaboration. We strive to empower all counselors to live well and serve well.

MISSION STATEMENT: The Virginia Counselors Association exists to promote the counseling profession by supporting, empowering and advocating for the diverse needs of all counselors in Virginia.

Goal #1

MEMBERSHIP: To increase membership by 5% with a focus on member benefits and accessibility to other counselors.

Current Reality: Our membership as of 11/1/2018 stands at 1180. See membership document for a breakdown of by Chapters and Divisions.

STRATEGIES	FACILITATER(S)	TIME LINE	METHOD(S) OF EVALUATION
Update the VCA website	Technology Committee	June 2019	Website
Make membership lists available by Chapters/Divisions	Dir. Member Services	Ongoing	Record of requests
Have the capability for individual chapters/divisions to place announcements on their webpages and social media	Technology Committee/Webmaster	June 2019	Webpage
Create an ongoing system by which non-members who attend our PD events are contacted and encouraged to join	DMSO/Membership/PD	June 2019	System
Examine our current method for reaching out to lapsed members	Chapters/Divisions/Membership/DMSO	Jan. 2018	Increased renewals

Goal #2:

PROFESSIONAL DEVELOPMENT: To increase the number of statewide and regional professional development activities on topics relevant to members' needs.

Current Reality: Supervision trainings 2x a year; online mental health trainings, and Convention (attendance numbers needed)

STATEGIES	FACILITATOR(S)	TIME LINE	METHOD(S) OF EVALUATION
Provide a vehicle for sharing of chapter and division calendars and create guidelines for leadership	Chapter/Division Presidents Technology Committee	Sept. 2019	Gmail account
Create a simple member interest survey based on the specialties of our divisions. Demographic information to be included to assist in planning PD offerings by regions	Executive Board/Membership Committee	Jan. 2019	Survey results to be shared with Board
Increase PD income and/or sources of income by 5%	All Board	Jan. 2020	Income review
Develop and implement new PD activities that reach out to larger audiences and encourage increased collaborations	Executive Board /PD Committee	Dec. 2020	Review of annual program offerings
Increased use of technology to provide training opportunities	PD Committee & Technology	June 2020	Record of usage
Explore the creation of an ethics training	PD Committee	June 2019	Report

Goal #3:**MARKETING:** To identify the needs/interests of members. Increase the usage of social media and technology to reach members.**Current Reality:** Social media and technology are currently under-utilized and in some cases outdated.

STATEGIES	FACILITATOR(S)	TIME LINE	METHOD(S) OF EVALUATION
Update VCA website	Technology with input from Board	June 30, 2018	Website
A list of our social media sites will be created and made available to all new and renewing members	Social media/Technology/DMSO	January 2018	List
Division and Chapter leaders will be given access to social media sites in order to have real-time updates for members. Facebook and Twitter will be our targeted sites	Technology/Division & Chapter Presidents	June 2019	Social media platforms
Examine all current and future marketing and policy documents for the presence of inclusive language. This would also include identifying the differing counseling settings and specialties.	Division & Chapter Presidents/ Executive Committee	Dec. 2020	Printed and posted materials
Create a simple member interest survey based on the specialties of our divisions. Demographic information to be included to assist in planning PD offerings by regions	Executive Board/Membership Committee	Jan. 2019	Survey results to be shared with Board
Create a professional VCA recruitment video	Vanessa Redmond & Linda Grubba	Nov, 2018	Video

Goal #4:

ADVOCACY: To increase the number members involved in advocating for the profession. 5% increase in participation at Legislative Day and a 5% increase in action alert contacts to policy makers.

Current Reality: Twenty-nine members attended the 2017 Legislative Day, this is down by 20 from 2016. **2017 Muster report:** First action: 33 legislators received emails from 69 members. 33% of the contacts opened the email. Second action: 114 legislators were targeted, and 160 emails were sent by our contact list. 47% of the contacts opened the email.

STATEGIES	FACILITATOR(S)	TIME LINE	METHOD(S) OF EVALUATION
Increase our outreach/collaboration with organizations, professionals and communities who represent underserved populations.	Lobbyist & Advocacy Committee, Chapters & Divisions & Membership & PD Committees	Ongoing	Evidence of contacts and collaborations
Promote and solicit greater involvement in Legislative Day and advocacy activities. Track engagement and attendance.	Lobbyist/ Advocacy Committee/DMSO	June 2020	Muster usage and Legislative Day reports
Create an annual advocacy policy statement	Lobbyist & Advocacy Committee	By Nov. 1 of each year	Policy statement
Survey regarding the efficacy of advocacy calls/meetings	Advocacy Committee	May 2019	Survey results
Consider adding Legislator award to list of annual awards	Advocacy & Awards Committee	Nov. 2019	Leadership Manual and Convention handbook
Expand the collaboration between the VCA lobbyist and lobbyists representing other counseling organizations	Lobbyist/Anne Henry	Ongoing	Lobbyist's report

Goal #5:**ORGANIZATIONAL MANAGEMENT:** To become increasingly fiscally and operationally responsible and accountable to the VCA membership**Current Reality:** There are inconsistencies between the By-Laws and the Leadership Manual. The DMSO contract and job description are outdated.

STATEGIES	FACILITATER(S)	TIME LINE	METHOD(S) OF EVALUATION
Review By-Laws and Leadership Manual for inconsistencies and make recommendations for change. Update by sections and approved by Board	Special Committee – Policies & Procedures	Jan. 2020	Revised document approved by Board of Directors and posted on website
Review and revise goal(s) for director of member services director	Executive Committee	March 2019	Goal document
Review and revise annual evaluation tool for Director of Member Services	Executive Committee	March 2019	Evaluation
Revise DMSO job description based on current realities. Once revised the DMSO evaluation will need to be reviewed	DMSO/Policies & Procedures/ Executive Committee	September 2019	Job Description Document
Revise DMSO contract to take into consideration extra duties and time	DMSO/Policies & Procedures/ Executive Committee	September 2019	Revised contract
Establish frequency for external financial reviews, set the next date, and add the frequency procedure to the Leadership Manual	Executive Committee	Dec. 30, 2018	Financial report Leadership manual
Feasibility Study on an Executive Director position	Exec. Dir. Feasibility Committee	June 2019	Committee Report