

**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 10/4/2019 stands at 1253. See membership document for a breakdown of by Chapters and Divisions.

STRATEGIES	FACILITATOR(S)	TIME LINE	METHOD(S) OF EVALUATION
Establish Marketing Committee	President	November 2019	Leadership Roster
Create an ongoing system by which non-members who attend our PD events are contacted and encouraged to join	DMSO/Membership/Marketing	June 2020	Updated Checklist of Proof of Contact
Examine our current method for reaching out to lapsed members	Chapters/Divisions/Membership/DMSO	June 2020	Increased renewals

Goal #2: To increase the number of statewide and regional professional development activities on topics relevant to members'

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

STRATEGIES	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	June 2020	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	January 2020	Survey results to be shared with Board
Increase PD income and/or sources of income by 5%	All Board	June 2020	Income review
Develop and implement new PD activities that reach out to larger audiences and encourage increased collaborations	Executive Board /PD Committee	June 2020	Review of annual program offerings
Create an education academy and get credentialing through NBCC	PD Committee & Technology	November 2019	NBCC accreditation
Provide education and training for CSACS, QMHP	PD Committee & Technology	June 2020	Calendar of Events

Completed Tasks			
Explore the creation of an ethics training	PD Committee	June 2019	
Create 4 Workshops	PD Committee	June 2019	

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.

STRATEGIES	FACILITATOR(S)	TIME LINE	METHOD(S) OF EVALUATION
Update VCA website	Technology with input from Board	January 2020	Website
A list of our social media sites will be created and made available to all new and renewing members	New Marketing Committee	January 2020	On Website/New Member Packet
Division and Chapter leaders will be given a point of contact to disseminate real time updates for members. Current active social media websites (e.g. Facebook, Twitter, Instagram) will be our targeted sites	New Marketing Committee (Social Media Chair) in liaison with Vicky Wheeler	January 2020	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.	Marketing Committee – Diversity and Inclusion Chair	January 2020	Org Chart of Marketing Committee
Create a needs assessment of marketing concerns.	Marketing Committee	June 2020	Survey results to be shared with Board
Reach out to QMHP's and CSAC's who registered with VA Board with PD opportunities and "regular" membership with VCA.	Marketing Committee	June 2020	Schedule of events and membership data

Completed Tasks			
VCA Recruitment 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: Becky will update this section for this year

STRATEGIES	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
Gain full commitment from all chapters and division to participate in Legislative Day and advocacy activities. Track engagement and attendance.	Lobbyist/ Advocacy Committee/DMSO	January 2020	Muster usage and Legislative Day reports
Update an annual advocacy policy agenda	Lobbyist & Advocacy Committee	By Nov. 1 of each year	Policy statement
Survey regarding the efficacy of advocacy calls/meetings	Advocacy Committee	December 2019	Survey results
Expand the collaboration between the VCA lobbyist and lobbyists representing other organizations with shared interests	Lobbyist/Anne Henry	Ongoing	Lobbyist's report
Advocate for Virginia Congressional Delegation to sign on to Medicare Legislation for Reimbursement for Counselors	Advocacy Committee & Members at Large	Ongoing	Muster

Completed Tasks			
Consider adding Legislator award to list of annual awards	Advocacy & Awards Committee	Nov. 2019	Leadership Manual and Convention handbook

Goal #5:**ORGANIZATIONAL MANAGEMENT:** Review and Updated VCA policies**Current Reality:** There are inconsistencies between the By-Laws and the Leadership Manual. The DMSO contract and job description are outdated.

STRATEGIES	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	President-Elect & Immediate Past President	June 2020	Revised document approved by Board of Directors and posted on website
Revise DMSO job description based on current realities. Once revised the DMSO evaluation will need to be reviewed	DMSO/Policies & Procedures/ Executive Committee	September 2020	Job Description Document
Revise DMSO contract	DMSO/Policies & Procedures/ Executive Committee	September 2020	Revised contract

Completed Tasks			
Review and revise annual evaluation tool for Director of Member Services	Executive Committee	March 2019	Evaluation
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 (achieved, ended)	Exec. Dir. Feasibility Committee	June 2019	Committee Report