

NYSSCA Annual Work Plan 2015-2016

1. NYSSCA will recruit and retain members.		
Action	Responsibility	Evaluation
Board members will actively promote membership in NYSSCA, by developing approaches for recruiting new members and retaining current members. (e.g. Member Only Benefits)	Regional Govs & VPs Membership Comm	October: develop plan specific to each Region. Present membership enhancement approaches to board for approval & implementation. February: report progress and revise as needed June: membership increased from current 16% of possible members to 18% (increase of 131 school counselors)
Promote NYSSCA membership benefits and professionalism through counselor education programs (e.g., development of presentations for classes, NYSSCA materials provided to promote membership & professionalism)	Grad Student Liaison Counselor Ed VP	October: 38 program chairs contacted February: program presentations developed, materials shared and meetings scheduled. June: report progress and make recommendations for 2016-17
Communication with all members in each region	Regional Govs & VPs	October: develop communication plan by Region February & June: report progress and revise as needed
Maintain the ability to and communicate with all non-member SC/CE/Directors in each region by email	Executive Director Regional Govs & VPs Counselor Ed Liaison	October: maintain an updated email list by Region and level; February: list provided to board members with training on how to use June: report on use of email list
State of the Association including how dues are spent is reported to the board and the membership	Financial Committee Executive Director	Treasurer report at each board meeting State of the Association report at Annual Meeting
Enhance Members' Only Benefits	Membership Committee	October: present at least two approaches for board approval and implementation February and June: report progress (impact on membership) and revise as needed

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2. NYSSCA will <i>advocate</i> on behalf of the professional school counselor at the State level.		
Action	Responsibility	Evaluation
Continue relationships with NYSED through NYSED Advisory Council	Presidents APPR Committee (NYSED selected members)	Presidents' report at each board meeting
Continue relationship with NYSED through Higher Education Office of K-16 Initiatives and Access (Summit)	Presidents (NYSED selected members of Steering Committee)	Presidents' report at each board meeting
Continue relationship with NYSED through PPS Advisory Team	PPS Liaisons	Liaison report at each board meeting
Continue developing relationships with the Board of Regents (i.e. invite to speak at Regional event)	Regional Govs Presidents	October: develop plan by Region February: report plan progress & revise June: report on plan progress and revise
Continue developing relationship with CTE both regionally and statewide	Presidents Regional Govs & VPs	October: develop plan by Region February: report plan progress & revise June: report on plan progress & revise
Develop a strategy for establishing a relationship with BOCES both regionally and statewide	Presidents Regional Govs & VPs	October: develop plan by Region February: report plan progress & revise June: report on plan progress & rev
Create a strategic relationship with NYSCEA. (e.g. provide a presentation to NYSCEA)	NYSCEA liaison and President	Liaison report at each board meeting
Develop relationships with legislators in support of school counselors (especially members of the Senate and Assembly Education, Higher Education Committees & NYC Council Members)	Govt Relations Comm	October: develop 1 page Legislative Focus and plan by Region February: report plan progress & revise June: report on plan progress & revise

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3. NYSSCA will promote and develop professional development opportunities for professional school counselors.		
Action	Responsibility	Evaluation
Promote and develop NYSSCA annual state-wide conference	Conference Comm PR Committee Regional Govs & VPs	Conference Committee report at each board meeting Annual Conference held
Develop 2016 annual state-wide conference	ED & President Elect & President Elect-Elect	Stay with deadline dates in Conference Planning Calendar
Explore various conference committee models	ED & President Elect & President Elect-Elect	Report to Board in May regarding alternative models.
Promote and develop regional and local conferences/workshops with focus on underserved areas including developing partnerships with other organizations to increase SC access to quality professional development. (i.e. HESC, College Board, CTE, SDL/SBL Associations, local SC associations, RAMP Camp, ASCA webinars)	Regional Govs Level VPs Executive Director Affiliate Liaison Counselor Ed Liaison Prof Dev Committee	October: plan developed by Region February: Regional Conferences scheduled June: report progress & revise
Develop use of technology to expand opportunities for PD (webinars, remote presentations, prepared PowerPoints)	Technology Chair, Prof Dev Chair Executive Director	October: Propose opportunities to Board February & June: report progress & revise
Develop a consistent data collection template to gather evaluative feedback following all professional development	Prof Dev Committee Executive Director Tech Chair	October: draft plan ready for review February & June: report progress & revise

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4. NYSSCA will provide and develop professional standards/tools/resources for professional school counselors, counselor educators, graduate students and other interested parties.		
Action	Responsibility	Evaluation
Secure editor for the new NYSSCA publication that replaces the journal.	Counselor Ed VP President E.D.	October: recommendations and plan presented February & June: report progress & revise
Revise Comprehensive Model based on NYSED regulatory changes.	Publications Committee APPR Committee	October: recommendations and plan presented February & June: report progress & revise
Revise level activity books to deliver best practices (i.e. revise, offer online, print)	Publications Committee Level VPs VP Counselor Ed E.D.	October: recommendations and plan presented February & June: report progress & revise
Develop APPR model	APPR Committee	October: recommendations and plan presented February & June: report progress & revise
Publish NYSSCA Today weekly	Executive Director, Newsletter Editor	Newsletter editor report at each board meeting
Publish NYSSCA Newsletter 3x year through ASCA Propose ways to increase readership	Newsletter editor, President	Meet Newsletter deadlines: July, Dec, Feb Published: September, January, April
Develop and promote NYSSCA online tools & resources (i.e. website, NYSSCA Scene, Facebook, twitter, publications) to ensure ease of access & use.	Technology Chair Executive Director	October: recommendations and plan presented February & June: report progress & revise
Promote non-NYSSCA PD (e.g. Guidance Expo, LICAC, WNY Consortium, Affiliates)	Technology Chair	Tech Chair report at each board meeting
Continue to generate revenue sources for resource development (i.e. MultiView, grants, Conference, Visdom Solutions)	Financial Comm Executive Director	Report at each board meeting

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5. NYSSCA will develop alliances and collaborations with other related organizations.		
Action	Responsibility	Evaluation
Advance alliance with NYSUT (i.e. Ad Hoc School Counseling Committee)	Gov't Relations Committee APPR Committee (NYSUT HCPC representatives)	Report at each board meeting
Develop the materials and submit proposals needed to form alliances and present with Administrators' (SDL/SBL) Associations (e.g. NYSSBA, SAANYS, ESSEAA, NYSFSA) i.e. workshop presentations, exhibit table materials, targeted materials (e.g. one-page SC/SDL-SBL Relationship), video, National School Counselor Week promotion, branding.	Presidents	October: plan presented February & June: report progress & revise
Continue alliance building with related professional associations (i.e. NYASP, NYSACAC, NYACES)	Presidents	Report at each board meeting
Build collaborations with related professional associations and organizations e.g. GLSEN, ACA-NY, PTA/PTSA, SEPTA, local SCAs, CCCCNYNJ, HESC (i.e. exhibits table, offer workshop presentations)	Presidents Regional Govs & VPs	October: recommendations and plan presented February & June: report progress & revise