

## NYSSCA Annual Work Plan 2016-2017

<b>1. NYSSCA will recruit and retain members.</b>		
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 Pres Elect	<b>October:</b> Develop plan to present to Regional Governors. Present membership enhancement approaches to board for approval & implementation. <b>February:</b> report progress and revise as needed <b>June:</b> membership increased from current 18% of possible members to 20% ( increase of 67 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	<b>October:</b> 38 program chairs contacted <b>February:</b> program presentations developed, materials shared and meetings scheduled. <b>June:</b> report progress and make recommendations for 2017-18
Communication with all <b>members</b> in each region	Regional Govs & VPs Pres Elect	<b>October:</b> develop communication plan to present to Regional Governors <b>February &amp; June:</b> report progress and revise as needed
Maintain the ability to and communicate with <b>all non-member</b> SC/CE/Directors in each region by email	Executive Director Regional Govs & VPs	<b>August:</b> maintain an updated email list by Region and level; <b>October:</b> list provided to board members with training on how to use <b>June:</b> 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 President	Treasurer report at <b>each board meeting</b> State of the Association report at <b>Annual Meeting</b>

## NYSSCA Annual Work Plan 2016-2017

Enhance Members' Only Benefits. Create statewide needs assessment to determine member and non-member needs & priorities.	Membership Committee	<b>October:</b> present at least two approaches for board approval and implementation <b>February and June:</b> report progress (impact on membership) and revise as needed
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### 2. NYSSCA will **advocate** on behalf of the professional school counselor at the State level.

Action	Responsibility	Accountability
Continue relationships with NYSED through School Counseling Advisory Council	Presidents (NYSED selected members)	Presidents' report at <b>each board meeting</b>
Continue relationship with NYSED through Higher Education Office of K-16 Initiatives and Access	Presidents (NYSED selected members of Steering Committee)	Presidents' report at <b>each board meeting</b>
Continue relationship with NYSED through PPS Advisory Team	PPS Liaisons	Liaison report at <b>each board meeting</b>
Continue developing relationships with the Board of Regents (i.e. invite to speak at Regional event and/or annual conference)	Regional Govs Presidents Government Relations	<b>October:</b> develop plan by Region <b>February:</b> report plan progress & revise <b>June:</b> report on plan progress and revise
Continue developing relationship with CTE TAC both regionally and statewide	Presidents Regional Govs & VPs	<b>October:</b> develop plan by Region <b>February:</b> report plan progress & revise <b>June:</b> report on plan progress & revise
Continue developing a relationship with BOCES both regionally and statewide	Presidents Regional Govs & VPs	<b>October:</b> develop plan by Region <b>February:</b> report plan progress & revise <b>June:</b> report on plan progress & rev
Continue the strategic relationship with NYSCEA. (e.g. provide a presentation to NYSCEA)	NYSCEA liaison	Liaison report at <b>each board meeting</b>

## NYSSCA Annual Work Plan 2016-2017

Develop relationships with legislators in support of school counselors (especially members of both Senate and Assembly Education and Higher Education Committees & NYC Council Members)	Govt Relations Comm	<b>October:</b> develop 1 page Legislative Focus and plan by Region <b>February:</b> report plan progress & revise <b>June:</b> report on plan progress & revise
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<b>3. NYSSCA will promote and develop professional development opportunities for professional school counselors.</b>		
Action	Responsibility	Accountability
Finalize the 2016 Annual NYSSCA Conference	Conference Comm PR Committee	Conference Committee report at <b>each board meeting</b> Annual Conference held
Promote the 2016 Annual NYSSCA Conference	All Board Members	ED will prepare report of registration trends. All will report on promotion activities
Develop 2017 annual state-wide conference	2017 Conf Committee/PR Committee/ED	Stay with deadline dates in Conference Planning Calendar. Reports to Board.
Promote 2017 annual state-wide conference	All Board Members	ED will prepare report of registration trends. Begin promoting conference in December 2016.
Select site, make arrangements & negotiate contracts for the 2018 & 2019 Conference	ED, Past Pres, Pres Elect, Pres Elect Elect	Stay with deadline dates in Conference Planning Calendar. Reports to Board.
Explore various conference committee models	ED & Conference Committee, ASCA LDI participants	Report to Board in February regarding alternative models.

## NYSSCA Annual Work Plan 2016-2017

Develop & promote regional and local conferences/workshops based on trends and needs.	Regional Govs Level VPs Executive Director All liaisons Prof Dev Committee	<b>October:</b> plan developed by Region using the Governor's guide <b>February:</b> Scheduling deadline for Regional Conferences <b>June:</b> report progress & revise
Develop use of technology to expand opportunities for PD (webinars, remote presentations, prepared PowerPoints)	Technology Chair, Prof Dev Committee Executive Director	<b>October:</b> Propose opportunities to Board <b>February &amp; June:</b> report progress & revise
Develop a consistent data collection template to gather evaluative feedback following all professional development	Prof Dev Committee Executive Director Tech Chair	<b>October:</b> draft plan ready for review <b>February &amp; June:</b> report progress & revise
Develop a speaker's bureau to respond to requests for professional development	Prof Dev Chair Executive Director	<b>October:</b> draft plan ready for board review <b>February &amp; June:</b> report progress & revise

#### 4. NYSSCA will **provide and develop** professional standards/tools/resources for professional school counselors, counselor educators, graduate students and other interested parties.

Action	Responsibility	Accountability
Publish at least 2 editions of the NYSSCA Edge	Publications Committee Edge Editor, E.D.	<b>November:</b> First Edition out by November Conference <b>February &amp; June:</b> report progress
Revise Comprehensive Model based on NYSED regulatory changes.	Publications Committee	<b>February:</b> recommendations and plan presented <b>June:</b> report progress & revise
Revise level activity books to deliver best practices (i.e. revise, offer online, print)	Publications Committee  Level VPs	<b>October:</b> recommendations and plan presented <b>February &amp; June:</b> report progress & revise

## NYSSCA Annual Work Plan 2016-2017

	VP Counselor Ed , E.D.	
Continue to develop APPR model based on NYSED Regulatory changes	APPR Committee	<b>February:</b> recommendations and plan presented <b>June:</b> report progress & revise
Publish NYSSCA Today weekly	Executive Director Board Members	ED reports readership at <b>each board meeting</b>
Publish NYSSCA Newsletter 3x year through ASCA	Newsletter editor, President	Meet Newsletter deadlines: <b>July, Dec, Feb</b> Published: <b>September, January, April</b>
Develop and promote NYSSCA online tools & resources (i.e. publications) to ensure ease of access & use.	Publications Committee Executive Director	<b>October:</b> recommendations and plan presented <b>February &amp; June:</b> report progress & revise
Develop and promote NYSSCA online tools & resources (i.e. social media) to ensure ease of access & use.	Technology Committee	<b>October:</b> recommendations and plan presented <b>February &amp; June:</b> report progress & revise
Develop and promote NYSSCA online tools & resources (i.e. website) to ensure ease of access & use.	Technology Committee	<b>October:</b> recommendations and plan presented <b>February &amp; June:</b> report progress & revise
Promote non-NYSSCA PD (e.g. Guidance Expo, LICAC, WNY Consortium, Affiliates ) and add events to NYSSCA calendar	Technology Chair Affiliate Liaison	Tech Chair report at <b>each board meeting</b>
Continue to generate revenue sources for resource development (i.e. MultiView, grants, Conference, Visdom Solutions)	Financial Committee Executive Director	Report at <b>each board meeting</b>

## NYSSCA Annual Work Plan 2016-2017

Complete revision of NYSSCA Filmworks 109 video	Ad hoc video committee	<b>October Board Meeting</b>
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<b>5. NYSSCA will develop alliances and collaborations with other related organizations.</b>		
Action	Responsibility	Accountability
Advance alliance with NYSUT	Gov't Relations Committee  NYSUT HCPC representatives	Report at <b>each board meeting</b>
Develop the materials needed to form alliances and present with Administrators' (SDL/SBL) Associations (e.g. NYSSBA, SAANYS, ESSEAA, NYFSFA)  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, PR, PD  VPs, Governors	October: plan presented  <b>February &amp; June:</b> report progress & revise
Continue alliance building with related professional associations  (i.e. NYASP, NYSACAC, NYACES)	Presidents, PR, Liaisons	Report at <b>each board meeting</b>
Build collaborations with related professional associations and organizations  e.g. GLSEN, ACA-NY, PTA/PTSA, SEPTA, local SCAs, CCCCCNYNJ, HESC	Presidents  Regional Govs & VPs, PR	<b>October:</b> recommendations and plan presented  <b>February &amp; June:</b> report progress & revise

## NYSSCA Annual Work Plan 2016-2017

(i.e. exhibits table, offer workshop presentations)		
Develop 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)	Presidents Regional Govs & VPs, PR	<b>October:</b> recommendations and plan presented <b>February &amp; June:</b> report progress & revise