

## NYSSCA Annual Work Plan 2017-2018

| <b>End 1. NYSSCA will recruit and retain members.</b>  |   |   |
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| Means  | Responsibility  | Evaluation  |
| <b>1.1</b> 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<br>Membership Comm<br>Pres Elect | <b>October:</b> Present plan to increase membership & enhancement approaches to board for approval & implementation.<br><b>February:</b> report progress and revise as needed<br><b>June:</b> membership increased from current 19% of possible members to 20% ( increase of 43 school counselors) Increase 1 % this year |
| <b>1.2</b> 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<br>Counselor Ed VP               | <b>October:</b> 38 program chairs contacted<br><b>February:</b> program presentations developed, materials shared.<br><b>June:</b> report progress and make recommendations for 2017-18   |
| <b>1.3</b> Communication with all <b>members</b> in each region  | Regional Govs & VPs<br>Pres Elect                     | <b>October:</b> develop communication plan to present to constituents.<br><b>February &amp; June:</b> report progress and revise as needed  |
| <b>1.4</b> Maintain the ability to and communicate with <b>all non-member</b> School counselors, counselor educators & Directors in each region by email   | Executive Director                                    | <b>August:</b> maintain an updated email list by Region and level;<br><b>August LDI:</b> provide info re list to board<br><b>February:</b> report on use of email list  |
| <b>1.5</b> State of the Association including how dues are spent is reported to the board and the membership   | Finance Committee<br>Executive Director<br>President  | Treasurer report at <b>each board meeting</b><br>State of the Association report at <b>Annual Meeting</b>   |
| <b>1.6</b> Enhance Members' Only Benefits. Create statewide needs assessment to determine member and non-member needs & priorities. Follow up with 'Why be a member'?  | Membership Committee                                  | <b>October:</b> present at least two approaches for board approval and implementation<br><b>February and June:</b> report progress (impact on   |

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|  |  | membership) and revise as needed |
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| <b>End 2. NYSSCA will <i>advocate</i> on behalf of the professional school counselor at the State level.</b>   |   |  |
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| Means  | Responsibility                                      | Evaluation   |
| <b>2.1</b> Continue relationships with NYSED through the office of Assistant Commissioner and the Higher Education Office of K-16 Initiatives and Access   | Presidents<br>(NYSED selected members)              | Presidents' report at <b>each board meeting</b>  |
| <b>2.2</b> Continue relationship with NYSED through PPS Advisory Team  | PPS Liaisons  | Liaison report at <b>each board meeting</b>  |
| <b>2.3</b> Continue developing relationships with the Board of Regents<br>(i.e. invite to speak at Regional event and/or annual conference)  | Presidents<br>Government Relations                  | <b>October:</b> develop plan by Region<br><b>February:</b> report plan progress & revise<br><b>June:</b> report on plan progress and revise                            |
| <b>2.4</b> Continue developing relationships with CTE TAC, BOCES, & other related organizations statewide.   | Presidents  | <b>October:</b> develop plan<br><b>February:</b> report plan progress & revise<br><b>June:</b> report on plan progress & revise  |
| <b>2.5</b> Continue developing relationships with CTE TAC, BOCES, & other related organizations regionally.  | Regional Govs & VPs                                 | <b>October:</b> develop plan by Region<br><b>February:</b> report plan progress & revise<br><b>June:</b> report on plan progress & rev                                 |
| <b>2.6</b> Continue the strategic relationship with NYSCEA. (e.g. provide a presentation to NYSCEA)  | NYSCEA liaison                                      | Liaison report at <b>each board meeting</b>  |
| <b>2.7</b> 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<br>Presidents<br>Exec. Director | <b>October:</b> develop 1 page Legislative Focus and plan by Region<br><b>February:</b> report plan progress & revise<br><b>June:</b> report on plan progress & revise |

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| End 3. NYSSCA will <b>promote and develop</b> professional development opportunities for school counselors.                   |  |  |
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| Means   | Responsibility   | Evaluation   |
| <b>3.1</b> Finalize the 2017 Annual NYSSCA Conference   | Conference Comm<br>Conference PR<br>Committee  | Conference Committee report at <b>each board meeting</b><br>Annual Conference held   |
| <b>3.2</b> Promote the 2017 Annual NYSSCA Conference  | All Board Members  | ED will prepare report of registration trends.<br>All will report on promotion activities  |
| <b>3.3</b> Develop 2018 annual state-wide conference  | 2017 Conf<br>Committee/Conference<br>PR Committee/ED                                   | Stay with deadline dates in Conference Planning<br>Calendar. Reports to Board.   |
| <b>3.4</b> Promote 2018 annual state-wide conference  | All Board Members  | ED will prepare report of registration trends.<br>Begin promoting conference in December 2017.   |
| <b>3.5</b> Select site, make arrangements & negotiate contracts for the 2019 & 2020 Conference                                | ED, Past Pres, Pres<br>Elect, Pres Elect Elect   | Stay with deadline dates in Conference Planning<br>Calendar. Reports to Board.   |
| <b>3.6</b> Develop & promote regional and local conferences/workshops based on trends, needs & needs assessment survey.       | Regional Govs<br>Level VPs<br>Executive Director<br>All liaisons<br>Prof Dev Committee | <b>October:</b> develop needs assessment<br><b>February:</b> develop plan to implement needs<br>assessment<br><b>June:</b> report on plan progress |
| <b>3.7</b> Develop use of technology to expand opportunities for PD (webinars, remote presentations, prepared PowerPoints)    | Technology Chair,<br>Prof Dev Committee<br>Executive Director                          | <b>October:</b> Propose opportunities to Board<br><b>February &amp; June:</b> report progress & revise   |
| <b>3.8</b> Develop a consistent data collection template to gather evaluative feedback following all professional development | Prof Dev Committee<br>Executive Director<br>Tech Chair                                 | <b>October:</b> draft plan ready for review<br><b>February &amp; June:</b> report progress & revise  |

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| <b>3.9</b> Develop a speaker's bureau to respond to requests for professional development | Prof Dev Chair<br>Executive Director | <b>October:</b> draft plan ready for board review<br><b>February &amp; June:</b> report progress & revise |
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End 4. NYSSCA will **provide and develop** professional standards/tools/resources for school counselors, counselor educators, graduate students and other interested parties.

| Means  | Responsibility  | Evaluation   |
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| <b>4.1</b> Publish at least 2 editions of the NYSSCA Edge  | Publications Committee<br>Edge Editor, E.D.                           | <b>By November:</b> First Edition of the year out<br><b>February &amp; June:</b> report progress             |
| <b>4.2</b> Revise Comprehensive Model based on NYSED regulatory changes.   | Publications Committee  | <b>February:</b> recommendations and plan presented<br><b>June:</b> report progress & revise                 |
| <b>4.3</b> Contribute at least one submission to the NYSSCA Edge   | All Board Members   | <b>October &amp; February:</b> submit article  |
| <b>4.4</b> Continue to develop APPR model based on NYSED Regulatory changes.                                       | APPR Committee  | <b>February:</b> recommendations and plan presented<br><b>June:</b> report progress & revise                 |
| <b>4.5</b> Publish NYSSCA Today weekly   | Executive Director<br><br>Publications committee<br><br>Board Members | ED reports readership at <b>each board meeting</b>   |
| <b>4.6</b> Publish NYSSCA Newsletter 5x year through ASCA  | Newsletter editor,<br>President                                       | Meet Newsletter deadlines: <b>July, Sept, Nov, Jan, Mar</b><br><br>Published: <b>Aug, Oct, Dec, Feb, Apr</b> |
| <b>4.7</b> Develop and promote NYSSCA online tools & resources (i.e. publications) to ensure ease of access & use. | Publications Committee<br><br>Executive Director                      | <b>October:</b> recommendations and plan presented<br><b>February &amp; June:</b> report progress & revise   |

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| <p><b>4.8</b> Develop and promote NYSSCA online tools &amp; resources (i.e. social media) to ensure ease of access &amp; use. Develop social media posting policies.</p> | <p>Technology Comm.<br/>Social Media Group</p>    | <p><b>October:</b> recommendations and plan presented<br/><b>February &amp; June:</b> report progress &amp; revise</p> |
| <p><b>4.9</b> Develop and promote NYSSCA online tools &amp; resources (i.e. website) to ensure ease of access &amp; use.</p>   | <p>Technology Committee</p>                       | <p><b>October:</b> recommendations and plan presented<br/><b>February &amp; June:</b> report progress &amp; revise</p> |
| <p><b>4.10</b> Promote NYSSCA &amp; non-NYSSCA PD (e.g. Guidance Expo, LICAC, WNY Consortium, Affiliates) and add events to NYSSCA calendar</p>                          | <p>Technology Chair<br/>Affiliate Liaison</p>     | <p>Tech Chair report at <b>each board meeting</b></p>  |
| <p><b>4.11</b> Continue to generate revenue sources for resource development (i.e. MultiView, Conference, Visdom Solutions)</p>  | <p>Financial Committee<br/>Executive Director</p> | <p>Report at <b>each board meeting</b></p>   |
| <p><b>4.12</b> Complete revision of NYSSCA Filmworks 109 video</p>   | <p>Ad hoc video committee</p>                     | <p><b>October Board Meeting</b></p>  |

| <p style="text-align: center;"><b>End 5. NYSSCA will develop alliances and collaborations with other related organizations.</b></p> |  |  |
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| Means   | Responsibility   | Accountability                             |
| <p><b>5.1</b> Advance alliance with NYSUT</p>   | <p>Gov't Relations Committee<br/><br/>NYSUT HCPC representatives</p> | <p>Report at <b>each board meeting</b></p> |

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| <p><b>5.2</b> Develop the materials needed to form alliances and present with Administrators' (SDL/SBL) Associations (e.g. NYS School Bds. Assoc. (NYSSBA), School Administrators Assoc. of NYS(SAANYS), Empire State Supervisors &amp; Administrators Assoc.(ESSAA), NYS Federation of School Administrators (NYSFSA), Council of Administrators &amp; Supervisors (CAS))</p> <p>i.e. workshop presentations, exhibit table materials, targeted materials (e.g. one-page SC/SDL-SBL Relationship), video, National School Counselor Week promotion, branding.)</p> | <p>Presidents, PR, PD<br/>VPs, Governors</p>                 | <p>October: plan presented</p> <p><b>February &amp; June:</b> report progress &amp; revise</p>                            |
| <p><b>5.3</b> Continue alliance building with related professional associations</p> <p>(i.e. NY Association of School Psychologists(NYASP), NYS Assoc. of College Admissions Counselors(NYSACAC), NY Assoc. for Counselor Education &amp; Supervision(NYACES))</p>  | <p>Presidents, PR,<br/>Liaisons, VP Counselor Educators</p>  | <p>Report at <b>each board meeting</b></p>  |
| <p><b>5.4</b> Build collaborations with related professional associations and organizations</p> <p>e.g. GLSEN, ACA-NY, PTA/PTSA, SEPTA, local SCAs, CCCCNYNJ, HESC (i.e. exhibits table, offer workshop presentations)</p>  | <p>Presidents<br/>Regional Govs &amp; VPs,<br/>PR (plan)</p> | <p><b>October:</b> recommendations and plan presented</p> <p><b>February &amp; June:</b> report progress &amp; revise</p> |
| <p><b>5.5</b> Develop partnerships with other organizations to increase SC access to quality professional development. (i.e. HESC, College Board. ACT, CTE, SDL/SBL Associations, local SC associations, RAMP Camp, ASCA webinars)</p>  | <p>Presidents<br/>Regional Govs &amp; VPs,<br/>PR</p>        | <p><b>October:</b> recommendations and plan presented</p> <p><b>February &amp; June:</b> report progress &amp; revise</p> |