

NYSSCA Annual Work Plan 2018-2019

End 1. NYSSCA will recruit and retain members.		
Means	Responsibility	Evaluation
1.1 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 Governors. & VPs Membership Comm Pres Elect	October: Present plan to increase membership & enhancement approaches to board for approval & implementation. March: report progress and revise as needed June: membership increased from current 20% of possible members to 23% (increase of 41 school counselors) Increase 3 % this year
1.2 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 March: program presentations developed, materials shared. June: report progress and make recommendations for 2018-19
1.3 Communicate through quarterly emails to all NYS counselors	Regional Governors	October: develop communication plan to present to constituents. March & June: report progress and revise as needed
1.4 Maintain the ability to and communicate with all non-member School counselors, counselor educators & Directors in each region by email	Executive Director	August: maintain an updated email list by Region and level; August LDI: provide info re list to board March: report on use of email list
1.5 State of the Association including how dues are spent is reported to the board and the membership	Finance Committee Executive Director President	Treasurer report at each board meeting State of the Association report at Annual Meeting
1.6 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	October: present at least two approaches for board approval and implementation March and June: report progress (impact on membership) and revise as needed

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1.7 Communicate with the graduate students at colleges in the region	Regional Governors	December: During governor meeting, collectively draft email to be sent March: Send email to graduate students in region June: Progress Report
1.8 Set up, coordinate, and execute meet and greet NYSSCA event in Regional locations	Regional Governors. & VPs Membership Comm Pres Elect	October: Schedule zoom meeting for regional governors to plan events. March: Communicate events dates to NYSSCA calendar June: Events will be facilitated and developed

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

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<p>2.7 Develop relationships with legislators in support of school counselors (especially members of both Senate and Assembly Education and Higher Education Committees & NYC Council Members)</p>	<p>Govt Relations Comm Presidents Exec. Director</p>	<p>October: develop 1 page Legislative Focus and plan by Region March: report plan progress & revise June: report on plan progress & revise</p>
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<p>End 3. NYSSCA will promote and develop professional development opportunities for school counselors.</p>		
Means	Responsibility	Evaluation
<p>3.1 Finalize the 2018 Annual NYSSCA Conference</p>	<p>Conference Comm Conference PR Committee</p>	<p>Conference Committee report at each board meeting Annual Conference held</p>
<p>3.2 Promote the 2018 Annual NYSSCA Conference</p>	<p>All Board Members</p>	<p>ED will prepare report of registration trends. All will report on promotion activities</p>
<p>3.3 Develop 2019 annual state-wide conference</p>	<p>2019 Conf Committee/Conference PR Committee/ED/NCYI</p>	<p>Stay with deadline dates in Conference Planning Calendar. Reports to Board.</p>
<p>3.4 Promote 2018 annual state-wide conference</p>	<p>All Board Members</p>	<p>ED will prepare report of registration trends. Begin promoting conference in December 2017.</p>
<p>3.5 Select site, make arrangements & negotiate contracts for the 2020 & 2021 Conference</p>	<p>ED, Past Pres, Pres Elect, Pres Elect Elect, NCYI</p>	<p>Stay with deadline dates in Conference Planning Calendar. Reports to Board.</p>
<p>3.6 Develop and promote regional and local profession development/training opportunities based on trends and needs</p>	<p>Regional Governors Level VPs Executive Director All liaisons Prof Dev Committee</p>	<p>October: PD develop needs assessment March: PD develop plan to implement based on needs assessment June: Quarterly reporting on planned progress</p>
<p>3.7 Compile a list of resources- websites, blog posts, lesson plans, etc.</p>	<p>Technology Chair, Prof Dev Committee Executive Director</p>	<p>October: Propose opportunities to Board</p>

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	Level VPs	March & June: Monthly reporting on progress & revisions
3.8 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 March & June: report progress & revise
3.9 Create a resource for NYSSCA Board members to carryout and implement professional opportunities	Prof Dev Chair Executive Director	October: draft plan ready for board review March & June: report progress & revise

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

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4.8 Develop and promote NYSSCA online tools & resources (i.e. social media) to ensure ease of access & use. Develop social media posting policies.	Technology Comm. Social Media Group	October: recommendations and plan presented March & June: report progress & revise
4.9 Develop and promote NYSSCA online tools & resources (i.e. website) to ensure ease of access & use.	Technology Committee	October: recommendations and plan presented March & June: report progress & revise
4.10 Promote NYSSCA & 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 each board meeting
4.11 Continue to generate revenue sources for resource development (i.e. MultiView, Conference, Visdom Solutions)	Finance Committee Executive Director	Report at each board meeting

End 5. NYSSCA will **develop alliances and collaborations** with other related organizations.

Means	Responsibility	Accountability
5.1 Advance alliance with NYSUT	Gov't Relations Committee NYSUT HCPC representatives	Report at each board meeting
5.2 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 & Administrators Assoc.(ESSAA), NYS Federation of School Administrators (NYSFSA), Council of Administrators & Supervisors (CAS)) 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	October: plan presented March & June: report progress & revise

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<p>5.3 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 & Supervision(NYACES))</p>	<p>Presidents, PR, Liaisons, VP Counselor Educators</p>	<p>Report at each board meeting</p>
<p>5.4 Build collaborations with related professional associations and organizations at the local level</p> <p>e.g. GLSEN, ACA-NY, PTA/PTSA, SEPTA, local SCAs, CCCCCNYNJ, HESC (i.e. exhibits table, offer workshop presentations)</p>	<p>Presidents</p> <p>Regional Governors & VPs, PR (plan)</p>	<p>March: recommendations and plan presented</p> <p>June: report progress & revise</p>
<p>5.5 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, CHAMP Camp, ASCA webinars)</p>	<p>Presidents</p> <p>Regional Governors & VPs, PR</p>	<p>March: recommendations and plan presented</p> <p>June: report progress & revise</p>