

Strategic Plan

2011-2012

Year 3 of 3



Advocate, Inspire, Envision

The mission of the SD School Counselor Association is to empower, unite and support certified school counselors in order to maximize the academic, career and personal/social growth of every student.

- I. To promote professional development of school counselors and graduate students in training.**
- A. State Conference, Preconference, and breakout sessions that appeal to school counselors.
 - 1. Vice Presidents will represent their levels of interest in a breakout session at Counselor Connections.
 - 2. Surveys will be done when possible to determine areas of interest from the membership.
 - a. Counselor Connections post survey
 - b. Membership Survey
 - B. Work with Dept. of Education to provide workshops of interest to school counselors.
 - 1. Continue Fall “Counselor Connections” Workshop.
 - 2. Continue periodic communication with Department of Education.
 - C. Promote membership
 - 1. Promote ASCA, SDSCA membership among school counselors & graduate students.
 - 2. Utilize SDCA graduate student liaison to promote membership within SDSCA.
 - 3. Utilize membership data to reach nonmembers
 - a. Examine FTE’s & membership numbers in May to bring back to summer LDI for review and planning.
 - D. Promote membership in ASCA.
 - 1. Promote SDSCA Liability Insurance
 - 2. Promote the membership benefits of ASCA.
 - 3. Develop ASCA information for the SDSCA website.
 - E. Promote Professional School Counselor Development Series developed by Kelly Duncan, USD.
 - F. Mentorship
 - 1. Connect mentors/mentees for a period of two years.
 - 2. Contacting new counselors to invite them to participate as a mentee.
 - 3. Utilize committees for names of mentors.
 - G. Investigate options for inclusion of technology.
 - 1. TIE presenting at Fall “Counselor Connections” workshop.
 - 2. Survey membership on utilizing forms of technology.

II. To promote partnerships and collaboration with stakeholders and educational professionals to benefit school counselors and students.

- A. Continue partnership with the SD Dept. of Education and SD Board of Education
- B. Continue working with SD Dept. of Education in helping provide resources for school counselors.
- C. Determine names of stakeholders: Secondary and Elementary Principals, Associated School Boards, SD Administrators Association, SDEA.

III. To give direction to issues of concern to school counselors and promote and advocate for the profession of school counseling.

- A. Promote National School Counselor Week and promote recognition of school counselors.
 - 1. Write a letter to administrators regarding recognizing their school counselors during National School Counselor Week, send out in conjunction with award nominations.
 - 2. Provide resources & ideas to members to promote NSCW by Jan. 15th
 - 3. Send letter to board member administrators thanking for supporting and celebrating NSCW.
 - 4. Contact various forms of media to promote NSCW.
 - a. Press Release to major newspapers in SD.
- B. Provide Ethics information to the membership.
 - 1. Coordinate a presentation at the Fall Counseling Connections Workshop regarding ethics.
 - 2. Provide periodic ethical information utilizing the mini-newsletter and web page.
- C. Communicate and connect with counselors at various levels.
 - 1. Communicate information to new counselors as to how to sign up for the SD School Counselor Listserv and create distribution lists specific to their division.
 - 2. VPs will monitor issues as they arise for their designated level.
 - 3. Send an e-mail reminder to current listserv members that if they haven't renewed their membership that they will need to renew their membership in order to continue to be part of the listserv.
 - 4. VP's will share listserv etiquette information with their divisions.
 - 5. Create a monthly calendar of school counselor activities to be distributed to the membership & add to website – Jan. 15th.
 - 6. Communicate to the SDSCA membership the benefits and purpose of the South Dakota School Counselor Listserv and the SDSCA Members Listserv.

- D. Revise state comprehensive model when national model updates are received.
 - 1. Seek committee members when necessary.
 - 2. Put SD Comprehensive Counseling Model on the SDSCA website.
- E. Research RAMP development at ASCA conference and report back to board.
 - 1. Present to membership through a conference.
 - 2. Research funding to help promote professional development for RAMP application.
- F. Develop advocacy packet and materials to deliver to SDSCA members.
 - 1. Present at a conference advocacy materials and information.
 - 2. Research ASCA materials.
 - 3. Develop advocacy video.

IV. To promote legislative agendas on a state and federal level that positively impacts (supports) school counselors in South Dakota

- A. Work in conjunction with Public Relations to create flyers, brochures or other things to give the legislators and share with SDSCSA members as appropriate.
- B. Forward information from ASCA to the SDSCA membership
- C. Keep membership updated on legislative issues and bills using the website and other communication.

V. To research and evaluate the school counseling profession in South Dakota and the SDSCA organization.

- 1. Annual survey completed by May 15th.
- 2. Continue to update professional school counselor statistics for advocacy.
- 3. Collect school counselor graduates statistics.