



KENTUCKY  
SCHOOL  
COUNSELOR  
ASSOCIATION



## Strategic Plan 2022

**KENTUCKY SCHOOL COUNSELOR ASSOCIATION  
STRATEGIC PLAN 2017 - 2022**

*The secret to change is to focus all your energy not on fighting the old, but on building the new.*

- Socrates

*If you have built castles in the air, your work need not be lost; that is where they should be.*

*Now put the foundations under them.*

– Henry David Thoreau

*To the person who does not know where he wants to go there is no favorable wind.*

– Seneca

*There is nothing so useless as doing efficiently that which should not be done at all.*

– Peter F. Drucker

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# KENTUCKY SCHOOL COUNSELOR ASSOCIATION STRATEGIC PLAN 2017 - 2022

## KSCA IN 2017

The Kentucky School Counselor Association (KSCA), chartered in 1969, is a non-profit organization that represents Kentucky school counselors. We are made up of an elected board, appointed positions, and community liasons. We support school counselors through professional development, resources, and advocacy at the state and national level. We empower school counselors to lead systemic change by delivering to all students an ASCA National Model Program, aligned with state standards for academic, personal/social, and career development.

KSCA provides an opportunity for Kentucky School Counselors to collaborate for leadership and advocacy of both the School Counselor role as well as the P-12 children within the schools that we service. Over the past 48 years, KSCA's field of service and influence has widened, but its primary objective has remained the same – collaboration for the P-12 children within our reach. Moreover, the essence of the Association's purpose has remained intact.

Today, KSCA is experiencing a stable membership at approximately \_\_\_\_\_ members, and a growing attendance at the annual conference. The 2016 conference had \_\_\_\_\_ attendees.

We would encourage you to connect with other counselors by joining our membership. Your first year as a member is on us! If you attend our conference in March your membership is included in the conference fee.

KSCA leadership faculty is unusually devoted to nurturing the association, but even more so the members that represent the Association. KSCA is showing promise of becoming one of the finer Associations within ASCA. Still, KSCA has three issues it must deal with: its growth, moving the Counseling role toward the ASCA model, and advocating for the role within our legislature.

The decision to craft a strategic action plan to guide the University's next steps and future growth seems an evident necessity.

# KENTUCKY SCHOOL COUNSELOR ASSOCIATION STRATEGIC PLAN 2017 - 2022

## VISION

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The Kentucky School Counselor Association (KSCA) promotes student success through advocacy, collaboration, professional leadership, and data-driven practices. KSCA empowers current professional school counselors and school counselors-in-training to prepare all students for academic, college/career, and social/emotional success.

## MISSION

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The mission of the Kentucky School Counselor Association (KSCA) is to represent professional school counselors and promote ethical practices and professionalism. KSCA empowers professional school counselors with knowledge, skills, connections and resources to support academic, career and personal/social development of all students.



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## **STRATEGIC DIRECTION**

1. Collaboration: To connect school counselors with each other, to strengthen our vision for student learning and organizational growth.
  
2. Leadership: To promote membership and develop leadership within the membership.
  
3. Professional Development: To provide professional growth opportunities through conferences and publications, and to recognize exemplary school counselors who utilize professional development gained to implement successful school counseling programs.
  
4. Advocacy: To promote legislation, policy, and procedures to enhance school counseling and ensure that key stakeholders and decision makers not only see and hear our vision and voice for the school counselor role and programs, but understand the school counselor profession.

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## WORK PLAN GOALS

Direction	Goals
Collaboration	1. Strategic partnerships with stakeholders and other organizations support and benefit Professional School Counselors and comprehensive school counseling programs as integral to student achievement.
Leadership	2. Professional School Counselors are skilled educators who are held to high standards and are integral to student achievement.
	3. Professional and ethical standards promote excellence in comprehensive school counseling.
	4. School counseling leaders at local, state, and national levels create systemic change to implement and support comprehensive school counseling programs.
	5. Organizational structure and administrative functions facilitate the accomplishment of the Ends Statements.
Professional Development	6. KSCA will provide professional growth opportunities through conferences and publications, and recognize exemplary school counselors who utilize professional development gained to implement successful school counseling programs.
Advocacy	7. Legislative policy supports student advocacy and fully funded comprehensive school counseling programs that are integral to student achievement.
	8. Relevant research and data usage substantiate and support comprehensive school counseling programs as integral to student achievement.

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Goal I: Strategic partnerships with stakeholders and other organizations support and benefit Professional School Counselors and comprehensive school counseling programs as integral to student achievement.	
<b>STEPS:</b>	
<b>A</b>	Develop and implement marketing plans to promote KSCA school counseling programs and issues
<b>B</b>	Pursue publication opportunities with stakeholder organizations
<b>C</b>	Promote school counseling programs by developing a working relationship with other student service providers, educators, and non-school based professionals.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	



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Goal II: Professional School Counselors are skilled educators who are held to high standards and are integral to student achievement.	
<b>STEPS:</b>	
<b>A</b>	Provide a KSCA annual conference.
<b>B</b>	Provide leadership development through pre-conference workshops
<b>C</b>	Encourage members to attend local, state, and national conferences and professional development opportunities
<b>D</b>	Increase available resources through publishing the KSCA newsletter tri-annually and maintaining the KSCA web-site
<b>E</b>	Provide selected vendors with professional resources at the KSCA conference.
<b>F</b>	Provide complimentary KSCA membership to first year counselors and to conference attendees with paid registration.
<b>G</b>	Support school counselors in implementing Comprehensive School Counseling Programs based on and aligned with the ASCA National Model.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	

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Goal III: Professional and ethical standards promote excellence in comprehensive school counseling.	
<b>STEPS:</b>	
<b>A</b>	Provide members with educational opportunities, such as professional development and resources, about ethics.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	

Goal IV: School counseling leaders at local, state, and national levels create systemic change to implement and support comprehensive school counseling programs.	
<b>STEPS:</b>	
<b>A</b>	Recognize KSCA aware recipients.
<b>B</b>	Support KSCA leaders through LDI and delegate assembly participation.
<b>C</b>	Give members with winning programs the opportunity to distribute materials and present at the annual conference.
<b>D</b>	Identify new and emerging leaders and inform them about leadership opportunities.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	

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Goal V: Organizational structure and administrative functions facilitate the accomplishment of the Ends Statements.	
<b>STEPS:</b>	
<b>A</b>	Have a budget that reflects a financial reserve.
<b>B</b>	Maintain a membership marketing plan.
<b>C</b>	Maintain a database that contains relevant information about all members.
<b>D</b>	Hold elections for Executive Board positions.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	

Goal VI: KSCA will provide professional growth opportunities through conferences and publications, and recognize exemplary school counselors who utilize professional development gained to implement successful school counseling programs.	
<b>STEPS:</b>	
<b>A</b>	Provide leadership development through pre-conference workshops
<b>B</b>	Encourage members to attend local, state, and national conferences and professional development opportunities
<b>C</b>	Provide members with educational opportunities, such as professional development and resources, about ethics.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	

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Goal VII: Legislative policy supports student advocacy and fully funded comprehensive school counseling programs that are integral to student achievement.	
<b>STEPS:</b>	
<b>A</b>	Inform members of legislative developments on both the state and national levels and maintain a process members can use to inform each other.
<b>B</b>	Promote advocacy through the KSCA website through legislative updates and alerts, with accompanying explanations about how the developments affect school counselors.
<b>C</b>	Support APPI training for state leaders.
<b>D</b>	Develop and distribute reader-friendly materials based on available data that can be used to educate legislators and the media about the effectiveness of school counseling with emphasis on school counselors as educators and the impact they have on student achievement.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	

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Goal VIII: Relevant research and data usage substantiate and support comprehensive school counseling programs as integral to student achievement.	
<b>STEPS:</b>	
<b>A</b>	Work with KSCA members and other stakeholders to collect, conduct, and publicize research relevant to advancing school counseling.
<b>B</b>	Publish relevant research about school counseling.
<b>C</b>	Promote research projects that partner practicing school counselors and counselor educators.
<b>Timeline:</b>	2017 - 2022
<b>Desired Results:</b>	
<b>Persons Responsible:</b>	