

Strategic Plan 2017 – 2020

Identity Statement

The North Dakota School Counselor Association is the State organization which represents the profession of school counseling.

Vision Statement

NDSCA will be recognized as the school counseling association and school counseling will be integral to every individual's educational experience.

Mission Statement

The mission of the North Dakota School Counselor Association is to promote excellence in professional school counseling and the development of all students.

Beliefs

- Respecting the worth and dignity of the individual
- Enabling positive change
- Acquiring and applying knowledge
- Empowering leadership
- Promoting collaboration

Strategic Goal Framework

- Advocacy
- Professional Development
- Bold and Visionary Leadership
- Organizational Support

Goals of the Strategic Plan

GOAL 1: Advocate for the role of school counselors and counseling programs in North Dakota

1. List Serve continues to operate and is used continuously with members across the state.
2. The Award of Counseling Excellence (ACE) award has been established, and we are looking at recognizing counselors and schools in North Dakota, and forwarding paperwork to the American School Counselor Association for RAMP award recognition at the national level.
3. NDSCA will work with DPI to develop North Dakota school counseling standards using the three domains.
4. Provide a template for North Dakota School Counseling job description and evaluation (AdvancEd rubric).
5. Communicate appropriate job descriptions and responsibilities with administrators.

6. Continue to monitor and improve student to counselor ratio.

GOAL 2: Professional development and member services

1. Continue to provide quality Pre-Conference presenters.
2. Continue to promote ACE Award and present at Midwinter Conference.
3. Collaborate to provide professional development to supervisors of counseling interns.
4. Welcome newcomers at the Midwinter Conference.
5. Increase opportunities for professional development for credit.
6. Provide professional development options to meet state mandated programs/policy.
7. Promote the ASCA National Model.

GOAL 3: Vision and bold leadership

1. NDSCA will continue to network with REAs, administrators, state agencies, and counseling graduate programs.
2. NDSCA Board members will present sessions at Midwinter conference.
3. Technology will continue to advance with the membership needs.
4. Continue to improve governing board structure and efficiency.
5. Partner with NDCA to promote leadership development within the association.

GOAL 4: Financial

1. Connect with non-members and potential members and invite them to join NDSCA.
2. Promote the pre-conference to increase revenue.
3. Look to increase revenue in order to better serve membership.