

NDSCA Strategic Plan 2020-2023
September 20, 2020

Goal 1: Connect & engage with NDSCA members, potential members, and various state & national stakeholders.

- **Establish a more effective mentoring/advisory program**
 - Update mentorship list
 - Establish and implement a process for identifying, calling and engaging new counselors
 - Research the formal mentorship program & determine if it is the best option for our members

Provide more opportunities for membership to network and collaborate beyond professional development

- Host monthly virtual roundtable discussions
- Offer more face-to-face and/or virtual social event opportunities
- **Continue to provide & research new ways to provide additional professional development opportunities to meet current school counselor needs**
 - Continue to host fall & mid-winter pre-conferences
 - Consider providing mini professional development sessions and/or book studies
- **Increase NDSCA's social media presence**
 - Explore the possibility of creating a Twitter account and/or other social media platforms
 - Build upon NDSCA's Facebook usage & content
- **News/Press Presence**
 - Increase visibility of the school counseling profession, and NDSCA, through news and media outlets
- **Continue to network & explore partnerships with state organizations, associations & agencies**
 - Communicate with administrators on the role of the school counselor
 - Explore collaboration opportunities with REAs & state agencies
 - Enhance connections with counseling graduate programs

Goal 2: Revitalize NDSCA

- **Review & Update NDSCA Vision, mission, & beliefs**
- **Evaluate & identify areas for growth for NDSCA as an organization**

- Membership Survey to identify needs & leadership interest - done
- Identify a way to survey school counselors that are not currently NDSCA members - Natalie
- **Update & organize NDSCA documents & digital content**
 - Update website
 - Evaluate how user friendly and effective our website is
 - Give our website a visual facelift
 - Look into accessibility guidelines
 - Contact ASCA about website options
 - Update the NDSCA Officer's Handbook
 - Incorporate tasks established from our 2017-2020 strategic plan into various officer/chair roles & responsibilities
 - Create a more detailed checklist of tasks & responsibilities for each officer/chair of NDSCA
 - Add a section to the handbook which outlines a process to ensure progress on the strategic plan
- **Encourage Interest & Engagement in NDSCA Leadership Opportunities**
 - Provide opportunities for members to learn about leadership roles available on the NDSCA board Invite to training such as LDI
 - Mentor new board members in their roles & responsibilities
 - Host a more structured orientation for all new board members to educate on roles/responsibilities-Review and update on website
 - Create a process for securing volunteers for one-time, or short term, leadership opportunities -adding survey to annual registration
- **Enhance membership benefits**
 - Learn more about what other state organizations are doing for increasing membership & membership benefits
 - Research a member only login to be linked to website
 - Explore ways to invest in our NDSCA members
 - Consider professional development opportunities that can be offered as a benefit

Goal 3: Increase Financial Revenue Sources

- **Identify additional means of revenue to assist in providing membership benefits**
 - Explore the feasibility of a 50/50 raffle
 - Connect with potential sponsors for Fall & Mid-Winter Pre-Conference

- **Consider option for investing some of our funds and determine how those invested funds would be used**
 - Contact ASCA to inquire about the best options for investing
- **Continue utilizing current revenue sources**
 - Incorporate these tasks into specific roles to ensure they continue