

2012 - 2013 Strategic Plan
Maryland School Counselor Association

Mission Statement

The mission of MSCA is to promote excellence in the profession of school counseling and to foster the full potential of all students regarding academic, career, and social personal growth

I. **GOAL 1** - To advocate for the profession of school counseling, MSCA will:

A. Communicate the role and programs of the professional school counselors to identified publics. (Individual MSCA members, other counseling professionals, businesses, parents, legislators, the media, etc.)

Strategies:

1. Develop alliances/partnerships with associations, agencies, and businesses to promote professional school counseling. (e.g. Sylvan Learning Center)
2. Encourage state leaders to present interest sessions on the school counseling program and exhibit at conferences for other organizations. (e.g. MACD, PTA, NASSP)
3. Encourage MSCA to establish a network of alliances/partnerships at both the state and national level.
4. Communicate with national parent organizations.
5. Communicate with the public through local radio talk shows, educational cable television shows and press releases.

B. Develop a public relations marketing program to promote school counseling.

Strategies:

1. Promote, advertise and market Professional School Counseling Public Relations techniques via The MSCA Counselor, and the MSCA website.
2. Compile school counseling radio psa's into a booklet for distribution.
3. Continue creating and taping new school counseling radio psa's.

C. Develop a public policy and legislative action program to support school counseling.

Strategies

1. Develop a MSCA legislative agenda.
2. Provide information and train MSCA and state leaders in political advocacy via Fall Conference.
3. Network with states and regions to provide information about legislative issues as they are happening nationally and in the states.
4. Provide support for state leaders to attend the ASCA advocacy training.
5. E-mail federal and state legislators press releases informing them of school counselor and MSCA issues.

D. Develop a public awareness program promoting the professional school counselor as an advocate of human rights.

Strategies:

1. Celebrate School Counselors Week. (February)
2. Celebrate Human Rights Week. (December)
3. Establish and promote MSCA as a Human Rights resource including program organization, and reading materials made available on the MSCA Web Page.
4. Disseminate human rights activities to all Maryland School Counselors. (via MSCA newsletter)
5. Promote school counseling programs as models for cultural diversity, human rights, and for teaching beyond tolerance.

II. **Goal 2** - To provide professional development opportunities in school counseling, MSCA will:

A. Offer a state conference on critical and emerging issues for professional school counselors.

Strategies:

1. Develop and advertise call for programs and exhibitor prospectus for the MSCA Conference.
2. Establish ongoing conference committee to work with MSCA leadership.

B. Develop a comprehensive communication system for informing members of available MSCA services and resources.

Strategies:

1. Establish a technology committee.
2. Provide ASCA information to keep our website current.

C. Develop workshops, professional development packets and resources based on critical issues and needs.

Strategies:

1. As part of the annual conference, invite keynote speakers and workshop presenters to keep MSCA members abreast of critical issues and trends in school counseling.
2. Based on identified areas of need, invite national and state experts to contribute to The MSCA Counselor.

D. Recognize the value of school counseling through the MSCA Recognition Awards program.

Strategies:

1. Present professional Recognition Awards program in conjunction with the MSCA Conference.
2. Highlight award recipients at MSCA Conference possibly through interest sessions and roundtable idea exchange.
3. Provide award recipients with news release for publication in local media.

E. Provide timely, quality publications regarding school counseling to all members.

Strategies:

1. Distribute the ASCA Essentials catalog and other pertinent information from ASCA. (via MCSA newsletter, and MSCA Conference)
2. Continue publishing The MSCA Counselor.

F. Establish on-going leadership within MSCA.

Strategies:

1. Plan and implement leadership training at 2005 MSCA LDI.
2. Recruit potential leaders through workshop at annual conference.
3. Provide professional development for new MSCA Board Members and County Reps during leadership training and annual conference.

III. **Goal 3** - To promote bold and visionary leadership to develop new and supportive services and programs, MSCA will:

A. **Offer LDI Leadership and apply for ASCA Innovative Initiative grants.**

Strategies

1. Advertise the LDI Leadership/Innovative Initiative grants through The MSCA Counselor.
2. Invite officers of local school counselor organizations and invite them to MSCA LDI.

B. **Develop a research study and conduct that study to demonstrate the efficacy of comprehensive developmental counseling programs, incorporating the national standards.**

Strategies

1. Advertise ASCA RAMP Program.
2. Contact award winning programs for National Model and have them share their ideas.

C. **Offer grants to promote professional research designed to demonstrate the effectiveness of school counseling programs.**

Strategies

1. Advertise Research Grant Program.
2. Provide prototype ideas for research grants through ASCA.

D. **Disseminate and promote the ASCA National Standards for School Counseling.**

Strategies

1. Develop tools for implementation and evaluation of the National Standards.
2. Train school counselors to provide awareness and dissemination.
3. Collaborate with D.O.E. to disseminate and implement.
4. Identify pilot sites to demonstrate the effectiveness of school counseling programs.
5. Engage counselor educators in the National Standards dissemination process.
6. Continue to work with key national education associations for dissemination/implementation through the use of our newsletter and state conference.
7. Make guidance supervisors aware of people in our state who qualify as National Standards Trainers.

IV. Goal 4 - To promote an effective organizational structure/policy, MSCA will:

A. Finance

Strategies

1. With a financial committee comprised of Past President, President, President-Elect and Treasurer, build a budget that would reflect a financial reserve.
2. Investigate/study the development of a grant seeking program for future funding for MSCA so as to provide more professional development opportunities, and expand geographic outreach.
3. Establish a professional development committee of individuals with grant writing experience.

B. Ethics

Strategies

1. Adhere to and publicize the ASCA ethical standards for school counselors (possibly through the newsletter, or include them with membership cards).
2. Hold discussions and workshops explaining ethical standards, and publish procedures for filing violations of ethical standards.
3. Provide ethical standards workshops at the annual MSCA Conference.

C. Membership

Strategies

1. Develop/Implement a recruitment plan to increase MSCA membership.

2. Include more outreach at graduate schools.

D. MSCA/MACD Relationship

Strategies

1. Continue to develop and maintain a collaborative partnership with MACD.
2. Continue to have representation on the MACD Board.
3. Continue MSCA presence at the MACD Conference by having an exhibit booth.
4. Establish outreach to individual county counselor organizations.