



## 2020-2023 Strategic Plan

### **Mission:**

The mission of the Kansas Counseling Association (KCA) is to enhance the quality of life in society by promoting the development of professional counselors, advancing the counseling profession, and using the profession and practice of counseling to promote the respect for human dignity and diversity.

### **Vision:**

KCA leads the way in advocating for the mental health needs of Kansans through community connections, cross-sector collaboration and professional development.

### **Guiding Principles:**

Respect, Integrity, Collaborative, Professional, & Supportive



# 2020-2023 Strategic Plan

Strategic Initiative: <b>Communication</b>				
Goal Statement: <b>By May 2022, KCA will improve communication to both current and potential KCA members.</b>				
Team Members (list names & title):				
<b>Objectives</b> <i>What specific, measurable actions do we need to take to achieve our goal?</i>	<b>Tasks</b> <i>What steps will be taken to achieve our objective?</i>	<b>Resources</b> <i>What resources are needed to achieve each step?</i>	<b>Time Frame</b> <i>When will the task be completed?</i>	<b>Criteria For Success:</b> <i>How will we know we have achieved this task?</i>
Revamp and effectively utilize the KCA website to communicate with members/potential members.	Train region/division chairs and media chair annually on how to utilize the website and update their information.	Someone designated to train.	Summer 2020	Documentation of individuals trained (meeting minutes?)
	Update website regularly (monthly) to ensure information is current and up to date.	Individual/team designated to update information monthly.  Protocol for communicating activities to post on website (conference, KCA events/drive ins, etc.)	Fall 2020	Updated website with current information
	Ensure website functionality. Conduct user testing and test links regularly.  *Include link to ACA website	Dates for testing website Individual/team designated to test/update website.	Fall 2020	Fully functioning website w/working links.



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Utilize social media platforms (Twitter, Facebook, etc) to share information about KCA with members and prospective members.	Share current KCA events and updates on social media platforms regularly.	Schedule for regularly updating social media.  Individual/team designated to maintain social media accounts.	Fall 2020	Up to date Social Media platforms.
	Establish a protocol for training social media team (including giving administrative access to social media accounts).	Someone designated to train and share account information	Summer 2020	Documentation of individuals trained.
	Establish a protocol for communicating KCA events (including region & division updates) with the media chair.	Team to develop protocol.	Spring 2021	Protocol document
Develop web-based communication program where members can connect electronically to address common issues.	Research web-based communication forums including Wild Apricot group forum.	Team to research options	Spring 2022	Documentation of information presented to board (meeting minutes)
	Training on a web-based communication forum for board members.	Individual to train	Fall 2022	Documentation of training
	Plan for promoting web-based communication forum to KCA membership.	Team to create plan	Spring 2023	Promotion of web-based forum

**Strategic Initiative: Membership Recruitment & Retainment**



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**Goal Statement: By May 2022, KCA will develop and implement a set of strategies that responds to the professional needs and interests of a diverse membership.**

**Team Members (list names & title):**

<b>Objectives</b> <i>What specific, measurable actions do we need to take to achieve our goal?</i>	<b>Tasks</b> <i>What steps will be taken to achieve our objective?</i>	<b>Resources</b> <i>What resources are needed to achieve each step?</i>	<b>Time Frame</b> <i>When will the task be completed?</i>	<b>Criteria For Success:</b> <i>How will we know we have achieved this task?</i>
Increase membership in all regions and divisions.	Create a brochure highlighting benefits of membership to hand out to prospective new members and graduate students.	Printing services  Individual/team to create the brochure	Fall 2020	Brochure will be ready to distribute
	Speak to graduate students to promote graduate student membership.	Speakers to go to major universities across the state. (Possibly professors who are active in KCA)	Summer 2021	Documentation of university visits.
Improve benefits and services provided to existing members.	Provide two mental health drive-ins per year.	Regions organize the drive-ins.	On-going, Annual report at the July Board meeting	Documentation of the events.
	Provide online webinars for CEU credit.	<ul style="list-style-type: none"> <li>● IT Assistance</li> <li>● Presenters for each webinar</li> </ul>	Fall 2021	Library of at least 4 webinars by goal date with plans for additional webinars.
	Provide licensing support to members seeking additional licensing by providing an FAQ section on the KCA website.	<ul style="list-style-type: none"> <li>● IT Assistance</li> <li>● Licensing resource/expert on the board to</li> </ul>	Summer 2021	FAQ section on KCA website



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		provide the information.		
<b>Strategic Initiative: Collaboration</b>				
<b>Goal Statement: By May 2022, KCA will improve collaboration among all mental health stakeholders.</b>				
<b>Team Members (list names &amp; title):</b>				
<b>Objectives</b> <i>What specific, measurable actions do we need to take to achieve our goal?</i>	<b>Tasks</b> <i>What steps will be taken to achieve our objective?</i>	<b>Resources</b> <i>What resources are needed to achieve each step?</i>	<b>Time Frame</b> <i>When will the task be completed?</i>	<b>Criteria For Success:</b> <i>How will we know we have achieved this task?</i>
Improve collaboration during transitions for committee, region, and division chairs.	Develop/update protocol for effective transition of board members.	Team to develop/update policies/procedures	Spring 2021	Updated protocol for transitioning
	Training for new board members, including roles and responsibilities, website, and strategic plan.	Individuals to train new board members.	Summer 2020	Documentation of training
Collaborate with legislation, BSRB and other professionals (law enforcement, social work, medical community)	Recruit other professions with a stake in mental health to present and/or attend the annual conference.	List of possible presenters	Spring 2021	Conference program w/presenters listed  Communications with other stakeholders
	Provide regional resource round ups in each region.		Spring 2022	Documentation of resource round ups