



**New York State School Counselor Association
Annual Work Plan
2007-2008**

**NYSSCA Annual Work Plan
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1. NYSSCA shall provide services that lead to recruiting and retaining members.

Action	Person Responsible	Dates	Evaluation Method
Host a meeting for new members at the 2007 Conference. Welcome them to the organization, discuss benefits of retaining membership, survey their requests for member services.	Conference Committee/ PR Chair/ Membership Chair	November 2007	Membership retention will increase by 5-10% by May 2008
Explore various ways to advertise our organization with other organizations. For example, NYSUT, NYSED, NYSCEA, NYCA, etc.	PR Chair/ Director of Marketing President/ President-elect/ Past President	May 2008	NYSSCA will be advertised and noted by 5 various organizations.
Strengthen various NYSSCA committees' work. A. Journal, Newsletter, Public Relations, Membership, and Technology. B. Journal and Newsletter should be themed with each issue. Public Relations, Membership, and Technology should collaborate on recruiting	Committee Chairs for Journal, Newsletter, Public Relations, Membership, and Technology	May 2008	Each committee chair will have completed two projects that provide member benefits. Journal: 2 editions Newsletter: at least 2 editions PR – 2 project campaigns

and retaining members projects			
NYSSCA will contact inactive members with an invitation to rejoin. This will be an electronic "We want you back" campaign	PR Chair Membership chair Technology chair	May 2008	Number of inactive members who rejoin will be 5-10%

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2. NYSSCA shall provide professional development and growth opportunities to all school counselors.

Action	Person Responsible	Dates	Evaluation Method
<p>NYSSCA will improve working relationships with local counseling associations.</p>	<p>Executive Secretary will develop contact list of all local counseling associations. President will compose letter to leaders of all counseling associations introducing NYSSCA. Regional Governors will contact leaders of all local associations in their regions to explore collaborations (such as joint workshops) List will be compiled by January 2008.</p>	<p>Letter will be composed by President by January 2008. Letter will be mailed by February 2008. Contacts will be made by Regional Governors by June 2008.</p>	<p>Joint workshops will be held with local associations in at least 7 of NYSSCA's ten regions.</p>
<p>NYSSCA will provide a state conference open to school counselors. A workshop on <i>The New York State Model for Comprehensive K-12 School Counseling</i> will be included.</p>	<p>Conference Committee and NYSSCEF, Inc</p>	<p>November 2007</p>	<p>Evaluations on the effectiveness of the conference will be collected.</p>

<p>NYSSCA will host a “How-To” workshop on <i>The New York State Model for Comprehensive K-12 School Counseling</i>.</p>	<p>President will ensure that all board members are trained on how to design and implement workshops by October 2007.</p> <p>Governors, in conjunction with other officers, will conduct regional workshops. Training to occur by the October 2007 Board meeting.</p>	<p>Regional workshops will occur by May 2008.</p>	<p>Workshops on Model will be held in at least six of NYSSCA’s ten regions (these workshops are separate from those listed above).</p>
<p>NYSSCA will create a School Counselor Resource Guide</p>	<p>Committee Chair (Model Liaison) will be appointed by August 2007</p>	<p>May 2008 (available for sale)</p>	<p>Sales begin in May 2008.</p>

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3. NYSSCA will be the prime resource provider to professional school counselors, counselor educators, graduate students, and other interested parties in New York State.

Action	Person Responsible	Dates	Evaluation Method
<p>NYSSCA Journal: Region Governors and Director of Marketing will assist in securing ads for the journal so as to create a more timely document for members</p>	<p>Region Governors/ Director of Marketing/ Journal Committee</p>	<p>Spring/Summer 2007 will be ready for print by September 15, 2007</p> <p>Fall 2007/Winter 2008 will be ready for print by January 2008</p>	<p>Journal distributed on dates decided.</p> <p>Ads secured for the journal cover costs of funding the journal.</p>
<p>Continue publication of the newsletter, making each issue theme based.</p> <p>Publish NYSSCAGRAM 3x's per year either by mail or electronically</p>	<p>Newsletter editor/ All board members submitting theme based articles</p> <p>PR chair will set up 3 different NYSSCAGRAMS this fiscal year</p>	<p>Newsletter: Conference issue coming out in early September 2007 Winter issue early 2008 Spring issue by May 2008</p> <p>NYSSCAGRAM: September 2007 Winter 2008 Spring 2008</p>	<p>75% of board will submit articles for newsletter</p> <p>Board members will attach regional news to the NYSSCAGRAMS developed by PR Chair</p>

<p>Continue to improve relationships with counselor educators: Graduate Student workshops at state conference, Region Governors shall visit school counseling programs in their region, counselor education programs included in NYSSCA mailings, continue collaboration with NYACES.</p>	<p>Graduate Student Liaison, Counselor Educator Liaison, Region Governors, all other board members</p>	<p>Visits shall occur by May 2008 Mailings shall be on-going</p>	<p>Increased graduate membership Increased collaboration with counselor educators Increased ads for journal from counselor education programs.</p>
<p>Bring surplus copies of journal, newsletter, and NYSSCAGRAM to various meetings with counseling associations, counselor education programs, and other institutions like NYSED, NYSCEA, and NYSUT.</p>	<p>All board members</p>	<p>May 2008</p>	<p>Increased visibility of NYSSCA publications</p>

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4. NYSSCA will collaborate with other professional groups and agencies to promote the profession and improve student achievement.

Action	Person Responsible	Dates	Evaluation Method
NYSSCA shall network with other professional associations to promote the role of the professional school counselor <ul style="list-style-type: none"> ➤ NYSED PPS Task Force ➤ SAANYS ➤ Superintendents ➤ NYS PTA ➤ NYSCEA 	Meeting shall be set up with these various organizations and board members who are liaisons for them. This will include the president and any other interested board members	By February 2008	Improved recognition of the profession
NYSSCA shall have two representatives on NYSUT's Healthcare Professional Council	Those selected by NYSUT	By September 2007	Improved recognition of the school counseling profession with NYSUT
Legislative Forum liaisons will ensure school counseling issues are represented on Forum's agenda	Forum liaisons	Fall 2007 – January 2008	School Counseling issues represented on Legislative Forum list of priorities

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5. NYSSCA will advocate for all students to receive school counseling services.

Action	Person Responsible	Dates	Evaluation Method
Post Card Campaign “Every child deserves a school counselor” Include mailings to members, superintendents, other various professional associations.	President PR Chair Government relations Chair	By February 2008	Feedback from post card receivers
Develop data report on effectiveness of school counseling. Submit report to legislators, NYSED, and other various professional organizations.	Data Committee	By November 2008	Increased support of school counselors
Legislative Forum (State Level Advocacy) A.P.P.I. (National Level Advocacy)	Government Relations Committee/ President-elect	Spring 2008	Increased support of School Counselors