



**New York State School Counselor Association
Annual Work Plan
2009-2010**

**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
NYSSCA will promote and continue online registrations via Run My Club.	Technology Chair/ PR Chair/ Executive Director	May 2010	Membership will increase by 5% by May 2010
NYSSCA will follow-up with non responders to membership renewals.	Executive Director will get information to Region Governors & Level VP's for follow-up emails	Monthly	NYSSCA will have 50% of renewing members respond each month and renew by May 2010
NYSSCA will have a "Non-Responder" Best Practice Recruitment Plan developed.	Region Governors & Level VP's will document best ways to get current members to renew their memberships.	Quarterly	Region Governors should have time to collaborate at the all Board Meetings. This will be documented in the board reports.
NYSSCA will promote Professional Membership through Counselor Education Programs.	Counselor Education Liaisons Executive Director Public Relations Chair Board members	May 2010	100% of Counselor Education Programs will have been contacted. Student memberships will increase by 10%.
NYSSCA will actively promote knowledge of Association through Reciprocity with other Education Organizations.	NYSCEA Delegate & Committee Public Relations Chair	February 2010 May 2010	2 Reciprocal "Ads" in other Education Publications.
NYSSCA will send out regular email blasts to members	All Board Members will create a quarterly document on what is happening in their perspective	Quarterly	Increased Board member Communication to members will increase by 10% over last

	<p>areas for email distribution. Technology chair will send out via Run My Club to various levels and regions in NYSSCA</p>		<p>year.</p>
<p>NYSSCA will create a "Pie Chart" to show how membership dues are spent.</p>	<p>Treasurer Executive Director</p>	<p>Annual</p>	<p>To be placed in "members only" section on website and used at annual business meeting in 2010.</p>

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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 Director will develop contact list of all local counseling associations. President will compose letter to leaders of all counseling associations introducing NYSSCA. Regional Governors & Level VP's will contact leaders of all local associations in their regions to explore collaborations (such as joint workshops) List will be compiled by January 2010.</p>	<p>Letter will be composed by President by January 2010. Letter will be mailed by February 2010. Contacts will be made by Regional Governors by May 2010.</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</p>	<p>October 2009</p>	<p>Evaluations on the effectiveness of the conference will be collected.</p>

<p>NYSSCA will develop a “Speaker’s Bureau” which will feature Board Member experience with presenting the Model. These Board members will assist other regions.</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 compile a list of Board Members who can present the model and present it to other Board Members.</p> <p>Governors and Level VP’s, in conjunction with other officers, will conduct regional workshops.</p>	<p>October 2009 Board Meeting</p> <p>Regional workshops will occur by May 2010.</p>	<p>May 2010</p> <p>Workshops on Model will be held in at least six of NYSSCA’s ten regions (these workshops during the Guidance Expo’s).</p>
<p>NYSSCA will promote The Essential School Counselor Resource Guide and other NYSSCA Publications.</p>	<p>Public Relations Chair All Board Members</p>	<p>October 2009 Conference/ Various NYSSCA Functions and regional workshops.</p>	<p>Increased sales of the resource Guide/ Guide is promoted in all NYSSCA Regions.</p>
<p>NYSSCA will conduct a workshop on information regarding NYSSCA.</p>	<p>Technology Chair/ Executive Director Executive Secretary</p>	<p>October 2009 Annual Conference</p>	<p>Evaluation Form at the 2009 Annual Conference.</p>
<p>NYSSCA will conduct webinars on information regarding NYSSCA and the Comprehensive Plan plus others as developed by Board</p>	<p>Technology Chair/Marketing Director/Volunteer Board Members/</p>	<p>At least 3 webinars hosted by June 2010</p>	<p>Attendance Records at webinars</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 will continue its publication of the Journal including contributions by graduate students and counselor educators.</p> <p>NYSSCA will have a Journal Workshop at the annual conference on how to write a journal article</p>	<p>Region Governors/ Director of Marketing/ Journal Committee</p> <p>Journal Committee</p>	<p>Fall 2009 will be ready for print by October 2009.</p> <p>Spring 2010 will be ready for print by March 2010.</p> <p>October 2009</p>	<p>Journal distributed on dates decided.</p> <p>Conference Evaluation Form</p>
<p>NYSSCA will continue publication of the NYSSCA Newsletter. Publish Newsletter 4x's per year electronically.</p>	<p>Newsletter editor/ All board members submitting theme based articles.</p>	<p>Conference Brochure mailed in August 2009 Winter issue early 2010/ Spring issue by May 2010</p>	<p>75% of board will submit articles for newsletters (26 out of 35 board members).</p>

<p>NYSSCA will continue to link 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 Liaisons, Region Governors, Level VP's, and all other Board Members.</p>	<p>Visits shall occur by May 2010 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>NYSSCA will collaborate with other NYS Education Associations to provide information regarding School Counselor activities and its impact on Student Achievement (NYSED, NYSCEA, Middle Level Summit, NYSUT, Guidance Expo, etc.). This will include presenting on the NYSSCA Comprehensive Model.</p>	<p>Committees formed at August 2009 Board Meeting for Region Governors, Level VP's and other Board Members Training on how to present the model will occur.</p>	<p>Fall 2009</p>	<p>Evaluations from our presentations at various venues.</p>
<p>NYSSCA will continue maintaining its website, electronic communication via the NYSSCA Listserv, and questions from info@NYSSCA.org.</p>	<p>Technology Chair/ Executive Director/ Executive Secretary All Board Members</p>	<p>On-going</p>	<p>Technology Chair, Executive Director, and Executive Secretary report at each board meeting.</p>
<p>A FAQ page will be developed</p>	<p>Level VP's</p>	<p>February 2010</p>	<p>RMC email blast surveying</p>

<p>as well as Level Informational pages.</p>	<p>President/Executive Director</p>		<p>members on these services.</p>
<p>Advertising on the website will be explored as a possibility for NYSSCA so as to link School Counselors to resources.</p>	<p>Marketing Director Executive Director President</p>	<p>February 2010</p>	<p>A rate scale will be developed</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/ Principals/Teachers ➤ NYS PTA.PTO,PTSA ➤ NYSCEA 	Meetings 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 2010	Improved recognition of the profession. Liaisons shall report at each board meeting on progress.
NYSSCA shall have two representation on NYSUT's Healthcare Professional Council	Representative selected by NYSUT	By September 2009	Improved recognition of the school counseling profession with NYSUT
Legislative Forum liaisons will ensure school counseling issues are represented on Forum's List of Priorities.	Forum liaisons	Fall 2009 – February 2010	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
<p>National School Counselor Week Campaign</p> <p>Include mailings to members, superintendents, other various professional associations. Include NYSSCA Survey to assess School Counselor needs/concerns.</p>	<p>President/ PR Chair/ Government Relations Chair(TBD)</p>	<p>By February 2010</p>	<p>Feedback from survey</p>
<p>Develop data report on effectiveness of school counseling. Submit report to legislators, NYSED, and other various professional organizations.</p>	<p>Data Committee Chair/ NYSED Liaisons Government Relations Chair (TBD)</p>	<p>By February 2010</p>	<p>Increased support of school counselors from NYSED.</p>
<p>NYSSCA will investigate process for developing statewide workshops through NYSUT and Continuing Education. Legislative Forum (State Level Advocacy) A.P.P.I. (National Level Advocacy)</p>	<p>Government Relations Committee/ President-elect</p>	<p>Spring 2010</p>	<p>Increased support of School Counselors. Feedback from other state education organizations.</p>