



NYSSCA Annual Work Plan

2010-2011

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Goal: 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 2011	○ Membership will increase by 5%
NYSSCA will follow up with non-responders to membership renewals	Executive Director will get information to Region Governors and Level VP's for follow-up emails	Monthly	○ Region Governors will report back to board about contacts made and Executive Director will report on results of contacts
NYSSCA will promote professional membership through Counselor Educator Programs	Counselor Education Liaisons PR Chair Board Members	May 2011	○ 100% of Counselor Education Programs have been contacted; Student memberships will increase by 10%.
NYSSCA will actively promote knowledge of Association through reciprocity with other Educational organizations	NYSCEA Delegate and committee PR Chair	February 2011 May 2011	○ 10 reciprocal advertisements in other educational publications ○ Links through other organizations' websites to advertise NYSSCA
NYSSCA will send out regular email blasts to members	All Board Members will create a quarterly document on what is happening from their position's perspective. Technology Chair/Executive Director will distribute through email to appropriate regions/levels.	Quarterly	○ Increased board member communication to members by 10% over last year.

NYSSCA will report to members how dues are spent	Treasurer Executive Director	Annually	<ul style="list-style-type: none"> ○ To be placed in “members only” section on website and shared at annual business meeting
NYSSCA will work with local counseling organizations to promote NYSSCA affiliation as well as individual memberships	Region Governors will promote member benefits as well as promote affiliations will mean and how NYSSCA can support local organizations. Executive Director will update membership form.	Annually	<ul style="list-style-type: none"> ○ Membership applications will be distributed to all local counseling organizations. ○ Section will be added to membership form asking which local org. they belong to.
NYSSCA will investigate possibility of an “auto-renew” option for annual membership	Technology Chair Executive Director	May 2011	<ul style="list-style-type: none"> ○ Options for automatic renewals presented to board
NYSSCA will investigate possibility of monthly payments (installments) option for annual membership	Technology Chair Executive Director	May 2011	<ul style="list-style-type: none"> ○ Options for installments presented to board
NYSSCA will better promote benefits of membership	PR Chair Technology Chair All Board Members	May 2011	<ul style="list-style-type: none"> ○ Create campaign (ex. “Why should I?”) ○ Advertise through website and other educational organizations and events

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Goal: 2. NYSSCA shall provide professional development & growth opportunities to all school counselors.

Action	Person Responsible	Dates	Evaluation Method
1. NYSSCA will improve working relationship with local counseling associations.	<ul style="list-style-type: none"> • President will compose letter to leaders • Governors will remain in contact with leaders of local organizations to explore collaborations. 	<ul style="list-style-type: none"> • January 2011 • June 2011 	<ul style="list-style-type: none"> ○ Continuation of joint workshops throughout the state.
2. State conference workshop will be included on NYSSCA model along with opportunities for graduate credits at annual conference.	<ul style="list-style-type: none"> • Conference committee 	<ul style="list-style-type: none"> • November 2010 	<ul style="list-style-type: none"> ○ Conference evaluation
3. NYSSCA board members will be available to present the model at regional conferences.	<ul style="list-style-type: none"> • President will compile a list of available board members. 	<ul style="list-style-type: none"> • October 2010 	<ul style="list-style-type: none"> ○ June 2011

<p>4. NYSSCA will discuss the revision of and promote the Essential School Counselor Resource Guide.</p>	<ul style="list-style-type: none"> • All board members 	<ul style="list-style-type: none"> • Oct 2010(discussion) • Various NYSSCA functions 	<ul style="list-style-type: none"> • Resource guide sales number as of June 2011 • Revision by June 2011
<p>5. NYSSCA will continue to provide information regarding professional development on the NYSSCA.org website, other tech options(social media)and via email blasts to specific areas.</p>	<ul style="list-style-type: none"> • Technology chair • All board members 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> ○ Questions on annual conference evaluation form re: website usage by June 2011

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

Action	Person Responsible	Dates	Evaluation Method
NYSSCA will continue its publication of the Journal including contributions by graduate students and counselor educators.	Regional Governors/ Director of Marketing/ Journal Committee	Fall 2010 -Will be ready for mailing November 2010.	Journal distributed by the dates decided.
NYSSCA will have a Journal Workshop at the conference on how to write a journal article.	Journal Committee	Biannually	Conference 2011 evaluation forms
NYSSCA will promote journal submission to Counselor Education Programs in NYS.	Regional Governors will facilitate school information.	On going	Increased submissions from NYS.
NYSSCA will continue publication of the NYSSCA Newsletter. Publish Newsletter 3X per year electronically.	Newsletter editor /All board members submitting theme based articles.	Conference Brochure mailed in August 2010. Winter issue 1/11 Spring issue 5/11	75% of the board will submit articles for newsletters (26 of the 35 board members)
NYSSCA will collaborate with other Local Counseling Associations and Counselor Groups to provide information and the Comprehensive model.	Regional Governors / Level VPs / and other Board members. Resources on how to present the model will be available.	May 2011	Evaluations from our presentation at various venues.
A FAQ page will be developed as well as Level Informational pages.	Technology Chair / Level VPs / Regional Governors	February 2011	RMC email blast surveying members on this service.

Advertising on the website will be developed for NYSSCA so as to link School Counselors to resources.	Marketing Director / Executive Director / President / Technology Chair	October 2010	Increase revenue from \$2500.
NYSSCA will advertise that availability of Research Grants.	President Research Grant committee	On-going	Rewarding of Grants.

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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
<p>NYSSCA shall network with other professional associations to promote the role of the professional school counselor:</p> <ul style="list-style-type: none"> ➤ NYSED PPS Task Force ➤ SAANYS ➤ NYSCEA ➤ NYSUT (e.g. Healthcare Professional Council) ➤ NYSACAC (e.g. Advocacy Day) 	<p>Appointed liaisons and board officers will establish contact with these organizations, attend meetings and maintain ongoing communication.</p>	<p>By February 2011</p>	<ul style="list-style-type: none"> ○ Liaisons and officers shall report progress at each board meeting; ○ Improved communication with these associations as well as increased recognition of the school counseling profession and NYSSCA.
<p>NYSSCA shall promote the school counseling profession through communication with professional groups:</p> <ul style="list-style-type: none"> ➤ School Administrators (i.e. Principals, Directors) ➤ Teachers ➤ Parent Organizations (i.e. PTA, PTO) ➤ Boards of Education 	<p>Vice presidents, regional governors and the director of marketing will develop communication (e.g. letter to superintendents on possible counselor job loss) and when possible meet (e.g. NYSSCA table at PTA conference) with these groups.</p>	<p>By June 2011</p>	<ul style="list-style-type: none"> ○ Officers shall report progress at each board meeting; ○ Increased understanding of the role of the school counselor and related issues and topics.

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

Action	Person Responsible	Dates	Evaluation Method
Recruit a Data Coordinator	Executive committee	2010-2011	
<p>Work group to:</p> <p>Identify data needed to measure effective counseling strategies on student achievement.</p> <p>Create template for measuring student achievement as a result of intervention.</p> <ol style="list-style-type: none"> 1. Identify high risk students 2. Apply appropriate counselor strategies 3. Identify key indicators of success for interventions (i.e., high gpa, increased attendance, less disciplinary referrals) 	NYSSCA Data Committee	Spring 2011	Increased Support from NYSED