**LOUISIANA COUNSELING ASSOCIATION**

## Strategic Plan

## 2023 – 2025

**GOALS**

# Goal I: To Establish and Maintain the Financial Foundation of LCA

# Goal II: To Explore Opportunities for Community Involvement and Social Action

# Goal III: To Promote the Recognition of Counseling as a Profession

# Goal IV: To conceptualize & Implement Strategies that Respond to the Needs and Development of a Diverse Membership

# Goal V: To Promote and Expand the Association

**Goal VI: To Develop and Sustain Effective Leadership**

# Goal VII: To Provide Leadership as an Association in Government Relations

# Goal VIII: To Establish a Synchronized Strategic Planning Process

# I: To ESTABLISH and MAINTAIN the FINANCIAL FOUNDATION of LCA

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETE |
| 1. Maintain a balanced budget. | 1. Financial reports should be shared with the Board at Executive Board meetings. 2. Monitor policy for investment of unexpended funds that will carry forward from year to year. | 1. Annual conference 2. Ongoing | * 1. Business Manager, Executive Director   2. Business Manager, E.D. |  |
| 1. Conduct an annual evaluation for Staff, Executive Director, and Business Manager | 1. Review and update written job descriptions. 2. Conduct annual evaluations of the staff, Business Manager, and the Executive Director. 3. Secession for Executive Director and integration of incoming Executive Director | * 1. Ongoing   2) Yearly at Winter Board Meeting  3) June 2025 | 1) Administrative Council  2) Administrative Council  3) Succession Planning Committee | (3) In progress |
| 1. Implement annual budget process & audit. | 1. Finance committee will conduct annual review of financial records. 2. External audit every 5 years. 3. Present findings at the Executive Board meeting at the annual conference and General Business Mtg. | * 1. June 2023-25   2. June 2023-25   3) Annual Conference | 1-3) President- Elect Elect,  Business Manager, Executive Director |  |
| 1. Extend the annual budget and audit process for all Divisions. | 1. Each LCA Division will conduct an annual review of financial records. 2. Division heads will meet with the Business Manager for a budget workshop at the leadership meeting. 3. If financial records are independently maintained the Division President is responsible for ensuring a 990N is submitted yearly. 4. Division leadership will submit a budget for the upcoming year within 2 weeks after the Annual conference/Leadership meeting. | * 1. June 2023-25   2. Annual Conference   3. Annual Conference   4. Annual Conference | 1. Business Manager and Division Presidents 2. Same as above 3. Same as above 4. Same as above |  |

II: To EXPLORE OPPORTUNITIES for COMMUNITY INVOLVEMENT and SOCIAL ACTION

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETED |
| 1. Continue to publicize opportunities for social action. | * 1. Educate counseling programs regarding social action through social media. | 1) Ongoing | 1. Public Relations Committee, and Social Justice Division |  |

# III: To PROMOTE the RECOGNITION of COUNSELING as a PROFESSION

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETE |
| 1. Continue PR efforts: Promote LCA and divisions to maintain membership and recruit professional non-members. | * 1. Recognize LCA accomplishments in the *Lagniappe*, website and local media outlets.   2. Develop and print LCA’s end-of-year report and post on a webpage.   3. Explore opportunities to publicize and promote LCA and its divisions through state, regional, and local media outlets.   4. Approach the Governor’s Office about declaring ***LA Counseling Month*** to coincide with annual conference. | 1) Ongoing  2) June 2023-25  3) Ongoing   1. February, yearly | 1) *Lagniappe* Editor  PR Committee  2) Executive Director,  3) PR Committee  4) PR Committee, President-Elect  5) PR Committee, President-Elect, Executive Director |  |
| 1. Promote LCA and divisions, and continue networking with our public and building coalitions. | * 1. Advertise the mission of LCA in the LCA *Lagniappe* and local media outlets.   2. Continue development and utilization of LCA webpage.   3. Actively search for potential members in diverse populations becoming involved in LCA.   4. Nominate **LCA** for local, state, & national awards to promote LCA as an exemplary organization. | * 1. Ongoing   2. Ongoing   3. Ongoing     4)Ongoing | 1. Executive Director,   Newsletter, and PRC   1. Executive Director, Social Media Chair, and Webpage provider 2. Division Presidents 3. Awards chair, PR committee |  |

# IV: To DEVELOP & IMPLEMENT STRATEGIES that RESPOND to the NEEDS of a DIVERSE MEMBERSHIP

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETE |
| 1. Track LCA current and emerging efforts for membership needs | 1. *Town hall meetings* to be held in 10 Louisiana geographical areas (Shreveport, NELAC, CENLA, NW, SW, Lafayette, Metairie, Baton Rouge, North Shore, and Houma/Thibodeaux) as needed. 2. Maintain a regional contact person. 3. Develop uniform meeting agenda (themes, legislation, PAC, membership, and networking). 4. Continue inclusion efforts for counselors in rural settings, north Louisiana; new members; first-time conference attendees; gay/lesbian members; African American, Asian, Hispanic, and Native Americans. 5. Support new LCA members to become actively involved in projects, committees, and leadership. 6. Highlight new members and newsmakers in the *Lagniappe* edition. 7. Utilize all electronic resources to communicate with membership (blogs, e-blasts, YouTube, etc.). | * 1. Ongoing   2. Ongoing   3. Ongoing   4. Ongoing   5. Ongoing   6. Ongoing | 1. Govt. Relations Committee, LCA lobbyist, and LCA President 2. Professional Development (PD) 3. ‘PD’ Committee, regional contacts, and LCA President 4. LCA Pres Elect-Elect 5. *Lagniappe* 6. Social Media Chair; Digital Media Specialist, *Lagniappe* |  |
| 1. Increase efforts to diversify division leadership, LCA & state board representatives | 1. Each division and committee chair will be encouraged to provide an interested person from underrepresented areas and populations and encourage participation in *LDMI* and leadership positions.   2) Encourage President-Elect to consider  under-represented groups and regions when  appointing committee chairs.  3)To advance the LAMCD initiative to define multiculturalism clearly.  4)To advance DEI initiatives within the organization, fostering a more inclusive and equitable environment by implementing strategies that promote diversity, equity, and inclusion across all aspects of our operations | * 1. Ongoing   2. Ongoing   3. Ongoing | * + 1. Executive Board  1. Executive Board   3. LAMCD designee  4)The People’s Committee |  |

# V: To PROMOTE and EXPAND the ASSOCIATION (LCA)

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETED |
| 1. Increase LCA new memberships by 10% to counseling and related groups (e.g., LPC non-members; rehabilitation counselors; substance abuse counselors, marriage & family counselors, school counselors, , etc.) | * 1. Implement efforts to recruit non-members to join LCA   2. Maintain presence in LPC Board quarterly publication.   3. Conduct outreach activities to other groups and organizations.   4. LCA will exhibit and/or support at related professional conferences and events. | 1) Ongoing  2) Ongoing  3) Ongoing | 1. Public Relations Committee, Executive Director, President Elect-Elect 2. President Elect-Elect 3. President Elect-Elect 4. President Elect-Elect |  |
| 1. Encourage graduate student involvement and LCA membership. | * 1. Promote LCA division membership in college counseling programs, through e-mails, letters, promotional video and visits by Executive Board members and LACES.   2. LCA will collaborate with Counselor Educators to promote LCA membership to graduate students.   3. Continue to provide conference registration work grants to graduate students.   4. Provide membership literature to *Chi Sigma Iota* chapters and other related student organizations. | 1. Ongoing   2)Ongoing  3)Ongoing  4)Ongoing | 1. LACES President, Graduate Student representative, Public Relations Committee, PLCA 2. President Elect-Elect, LACES 3. Executive Director 4. LCA President |  |
| 1. Engage members. | * 1. Welcome to new members via email.   2. Encourage membership by reminding members to “like”, “comment” and “share” LCA platforms.   3. Use and contribute to social media, podcasts and blogs as required to promote general membership and division membership.   4. Planning Divisional activities for Annual Conference to increase awareness and participation.   5. Expansion of the LCA Board   6. Provide job openings list on LCA website.   7. Presentations representing each division specialty/focus will be submitted for annual conference.   8. Use social media to highlight the value of LCA membership.   9. Review LCA organizational structure; compare against other affiliation structures; investigate for trends pertaining to formation/maintenance of divisions; make recommendations regarding restructuring and/or merging of divisions, etc.   10)Look for ways to improve membership benefits (services, integration of technology, website development, etc.) | 1. Ongoing 2. Ongoing 3. Ongoing 4. Ongoing   5)Ongoing  6)Ongoing  7)Annual Conference  8)Ongoing  9) Ongoing  10)Ongoing | 1. LCA President and President Elect-Elect 2. Division Presidents 3. Division Presidents, Digital M**e**dia Specialist 4. Division Presidents 5. LCA President and President Elect-Elect 6. Executive Director 7. Division Presidents and Executive Director      1. Social Media Chair, Digital Media Specialist and Executive Director 2. LCA President 3. Executive Director, Administrative Council | 11)Ask the Expert provides an additional 10 CE’s for members |
| 1. Assist in developing programs for interested affiliates/divisions. | * 1. Review LCA organizational structure; compare against other affiliation structures; investigate for trends pertaining to formation/maintenance of divisions; make recommendations regarding restructuring and/or merging of divisions, etc.( An example is considering LCA Association's influence and impact in environmental matters by developing strategic partnerships, increasing membership engagement, and advocating for sustainable practices within the industry.) | 1. Ongoing | 1) Executive Director, Administrative Council |  |

**VI: To DEVELOP and SUSTAIN the CONTINUITY of EFFECTIVE LEADERSHIP**

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETE |
| 1. Provide ongoing leadership training for Divisions | 1. Continue summer leadership retreat at summer board meeting to orient new board members and promote team building. 2. Leadership Development Mentoring Institute (i.e. recruitment, pre-conference training) 3. Promote LDMI 4. LCA Board Expansion (New Committees, New Members, etc.) | * 1. Annually   2)Preconference Annual Conference  3)Ongoing | 1. LCA President, President-Elect 2. LDMI Chair 3. Executive Director   4) Executive Board | 1) July 2023 Leadership Development the Strategic Way by Dr. Colby Cook |
| 1. Encourage and train new state and division emerging leaders. | * 1. Invite one emerging leader to attend the ACA Leadership Institute.   2. Divisions are encouraged to send and fund emerging leaders to national training events and encourage division Presidents-Elects to attend a minimum of one LCA Board meeting prior to becoming division President.   3. Establishment a new leadership development program | 1. At least 3 months before the Leadership Institute 2. Ongoing 3. By the incoming president 1-2 meeting | 1. LCA President 2. LCA President, Division Presidents 3. LCA President, LCA Past Presidents | 2)Division president elects inviting to Feb 23, 2024 meeting |
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| 1. Foster sustained division leadership and effectiveness. | 1) Provide written and oral reports for LCA meetings.  2) Develop checklist of expected responsibilities for division leaders.  3) Look for ways to streamline communications and processes that leaders are expected to engage (i.e. technology, yearly calendars) | 1) Ongoing  2) Ongoing  3)Ongoing | 1-2.) Executive Director, Administrative Council |  |

# VII: To PROVIDE LEADERSHIP as an ASSOCIATION in GOVERNMENT RELATIONS

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETE |
| 1. Identify, introduce, & monitor legislation during the annual General Session that would impact the counseling profession. | * 1. Maintain lobbyist and governmental relations chair/committee.   2. Monitor legislation and keep membership aware of issues through legislative alerts for action. | 1. Ongoing 2. Ongoing | Govt. Relations Committee (GRC), Executive Director and lobbyist |  |
| 1. Implement grassroots networking; continue *town hall meetings*; email updates when needed to facilitate education of current legislators and notification of LCA membership at large of needed legislative action. | 1. Develop and maintain grassroots network and host Town Hall meetings as needed. 2. Invite legislators to attend THM, LCA conference, and other LCA functions to express gratitude for LCA support, pending legislative outcome. 3. Encourage and equip LCA members to advocate for the profession under the direction of the GRC. 4. Continue Grassroots report. | 1. Ongoing 2. Ongoing 3. Ongoing 4. Ongoing | Strategies 1-3)  Govt. Relations Committee, LCA President, and the LCA President-Elect  4) Executive Director |  |
| 1. Communicate with state leadership, (i.e. governor and legislature), the mission of the Louisiana Counseling Association. | 1. Develop a contact plan of action. 2. Send *Thank You* letters to legislators for assistance with legislation. | 1. Ongoing 2. Ongoing | 1. Govt. Relations Committee 2. Executive Director, Executive Board |  |

# VIII: To MAINTAIN a SYNCHRONIZED STRATEGIC PLANNING PROCESS

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETED |
| 1. Develop and maintain a two-year strategic planning cycle for LCA. | * 1. Executive Board members will r, refine and implement the LCA Strategic plan for the year at the June executive meeting.   2. Strategic planning activities will occur at times designated by the Strategic Planning Chair during the year, with reports/updates provided at Executive Board meetings.   3. Two weeks prior to both the annual conference AND the spring Executive Board meeting, Division Presidents will provide reports to the SPC for an Executive Council presentation report. | 1. June 2024 2. Ongoing 3. Annual Conference and Spring board meeting | 1. Executive Board 2. Strategic Planning Chair/ Executive Board 3. Division Presidents and Strategic Planning Chair | 1) LAMCD  LASERVIC  LMHCA  SAIGE  LACGS |
| 1. Utilize a Goal Group format for this   Strategic plan. | * 1. Strategic Planning Chair will compile, maintain and develop a yearly strategic planning report.   2. All Division Presidents will provide strategic plans and bylaws delineating changes. | 1) Ongoing  2) Summer Board meeting | 1) Strategic Planning Chair  2) Division Presidents | 1) LAMCD  LASERVIC  LMHCA  SAIGE  LACGS |
| 1. Strategic plan updates will be posted to the LCA website. | 1. Strategic plan objectives and progress will be posted to the LCA website least bi-annually. | 1. Ongoing | 1. Executive Director, Strategic Planning Chair or designee |  |

# IX: REVIEW and UPDATE of BYLAWS

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| TASK/OBJECTIVE | **STRATEGY/ACTION PLAN** | **TARGET DATE** | **RESPONSIBLE PERSON(S)** | COMPLETED |
| 1. Review and update the organization's bylaws to align with current national, legal requirements and operational needs. | * 1. Establish a Bylaws Review Committee to support the organization's mission.   2. Thoroughly assess and revise bylaws while seeking legal counsel, stakeholder input, and board approval, ensuring alignment with the mission and compliance with regulations.   3. Implement, educate stakeholders, and establish ongoing monitoring and improvement mechanisms to keep the bylaws current and effective. | * 1. Ongoing | * 1. Executive Board, Bylaws Committee chair   2. Executive Board, Bylaws Committee chair   3. Division Presidents and Bylaws Committee chair |  |

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Strategic Planning ChairDate

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LCA President Date

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Approved by Executive Board