

LOUISIANA COUNSELING ASSOCIATION

**Strategic Plan
2012 – 2014**

GOALS and GROUP CHAIRS

- Goal I: To Establish and Maintain the Financial Foundation of LCA**
Paul “Buddy” Ceasar, Bruce Galbraith
- Goal II: To Explore Opportunities for Community Involvement and Social Action**
Cindy Escandell, Roy Petitfils, PR Committee
- Goal III: To Promote the Recognition of Counseling as a Profession**
Lisa Breeden, Lisa Launey, Vinetta Frie, Division Leadership
- Goal IV: To Develop & Implement Strategies that Respond to the Needs of a Diverse Membership**
Buddy Ceasar, Joan Fischer, Cindy Nardini, Diane Austin
- Goal V: To Promote and Expand the Association**
Tim Fields, Joan Fischer, Lisa Breeden, Lisa Launey, Nan Cheatham
- Goal VI: To Develop and Sustain Effective Leadership**
Buddy Ceasar, Administrative Council
- Goal VII: To Provide Leadership as an Association in Government Relations**
Cindy Nardini, Administrative Council
- Goal VIII: To Establish a Synchronized Strategic Planning Process**
Eric Odom, Administrative Council

I: To ESTABLISH and MAINTAIN the FINANCIAL FOUNDATION of LCA

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. Maintain a balanced budget.	1) Have regular finance committee meetings in conjunction with Executive Board meetings.	1) Annual conference	1) President, President-Elect, Business Manager, and the Executive Director	1)
B. 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.	1) June 2013 2) Dec. 2012	1) LCA President and Executive Board 2) Executive Board	1) 2)
C. 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 2011 2) June 2013 3) Sept 2012	1) President, President- Elect, Business Manager, and the Executive Director	1)
D. 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) Division leadership will meet with the Business Manager to construct 990's each year during tax season. 4) Division leadership will submit a budget for the upcoming year within 2 weeks after the Annual conference/Leadership meeting.	1) July 1, 2012 2) Annual conference 3) Annual conference	1) Business Manager and Division Presidents 2) Same as above 3) Same as above 4) Same as above	1) 2)

II: To EXPLORE OPPORTUNITIES for COMMUNITY INVOLVEMENT and SOCIAL ACTION

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. To engage a community service project	1) Teddy bears/toys and financial donations will be collected for Armed Forces children & families	1) Sept 2011	1) LASERVIC President and LCA President	1)
B. Continue to publicize opportunities for social action.	1) Educate and elicit public interest with counseling programs and other mental health professionals programs regarding social action. 2) Assess professionals' needs & concerns in diverse settings using a survey instrument	1) Ongoing 2) Dec. 2012	1) LCA President and Public Relations Committee 2) PR Committee	1) 2)

	<ul style="list-style-type: none"> 3) Monitor legislation regarding social action 4) Actively support new initiative with LANG which provides service dogs to service members diagnosed with PTSD 	3) Ongoing	<ul style="list-style-type: none"> 3) Govt. Relations Committee, LCA lobbyist 4) LANG DPH, and LCA Past President 	3)
C. Participate in the LA. National Guard Coalition (LANG).	<ul style="list-style-type: none"> 1) Have exhibit table at conference. 2) Establish LCA, LANG, and American Red Cross (ARC) coalition 3) Establish regional coalition contact within each region to evaluate efficacy of coalition programming 4) Review and update a list of Tri-Care providers and LCA member volunteers within coalition 	<ul style="list-style-type: none"> 1) Sept 2011 2) Nov 2011 3) Dec. 2011 4) Ongoing 	<ul style="list-style-type: none"> 1) LANG Director 2) LANG Director 3) LANG Director and President Elect-Elect 4) LANG Director and President Elect-Elect 	<ul style="list-style-type: none"> 1) 2) 3) 4)
D. Continue to develop and promote the "Power of Gratitude" project.	<ul style="list-style-type: none"> 1) Develop assessment tool to gauge the effectiveness of POG in its various forms 2) Continue to promote the POG project at exhibit table at the LCA annual conference 3) Train LCA members to present to diverse cultures and populations. 4) Continue POG training in the character development of gratitude and a means to monitor its impact in different locales 5) Market effective POG best practice examples in various venues 6) Seek sponsors to promote POG. 	<ul style="list-style-type: none"> 1) Ongoing 2) Sept 2010 3) Oct 2010 4) Oct 2010 5) Ongoing 6) July 2010 	<ul style="list-style-type: none"> 1) Ron Cathay, Buddy Caesar, and the POG Committee 2) POG Committee 3) LAMCD, and President Elect-Elect 4) Ron Cathey and the POG Committee 5) Ron Cathay, PR Committee, POG Committee, <i>Lagniappe</i> 6) POG & PR Committees, school boards, & dioceses 	<ul style="list-style-type: none"> 1) 2) 3) 4) 5) 6)

III: To PROMOTE the RECOGNITION of COUNSELING as a PROFESSION

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. Continue PR efforts: Promote LCA and divisions to maintain membership and recruit professional non-members.	<ul style="list-style-type: none"> 1) Recognize LCA accomplishments in the <i>Lagniappe</i> and local media resources. 2) Develop and print LCA's end of year report, and post on webpage. 3) PSAs, local media, <i>LPB</i>, and/or <i>PBS</i> to promote LCA and division initiatives (school, mental health), POG 4) Approach the Governor's Office about declaring September LA Counseling Month to coincide with annual conference. 5) Create contact list to inform professional non-members of LCA activities via mail &/or e-mail. 	<ul style="list-style-type: none"> 1) Ongoing 2) June 2012 3) Dec. 2012 4) July 2012 5) March 2013 6) Winter 2011 	<ul style="list-style-type: none"> 1) <i>Lagniappe</i> Editor PR Committee 2) Executive Director, PR Committee 3) PR Committee 4) PR Committee 5) PR Committee 6) PR Committee Tim Fields 	<ul style="list-style-type: none"> 1) 2) 3) 4) 5) 6)

<p>B. Promote LCA and divisions, and continue networking with our public and building coalitions.</p>	<ol style="list-style-type: none"> 1) Advertise the mission of LCA in the LCA <i>Lagniappe</i> and local media resources 2) Continue development and utilization of LCA webpage. 3) Continue to network and collaborate with other mental health associations. <ol style="list-style-type: none"> a. Encourage LCA members to educate other mental health professionals about LCA and the Counseling profession 4) Encourage LCA members to volunteer or contract community speaking opportunities 5) Update LCA brochure. 6) Create a brochure for the Legal Action Fund 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 3) Ongoing 4) Ongoing 5) Dec. 2012 6) Dec. 2012 	<ol style="list-style-type: none"> 1) Executive Director, Newsletter, and PRC 2) Executive Director and Sarah Kovich 3) PRC and all LCA Division Presidents 4) PRC and all LCA Division Presidents 5) Diane Austin, Bruce Galbraith, Tim Fields 6) Diane Austin, Bruce Galbraith, Tim Fields 	<ol style="list-style-type: none"> 1) 2) 3) 4)
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IV: To DEVELOP & IMPLEMENT STRATEGIES that RESPOND to the NEEDS of a DIVERSE MEMBERSHIP

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
<p>A. Continue <i>Town Hall Meetings</i> throughout the state and target a 10% increase in meeting attendance (pending approval of current legislation).</p>	<ol style="list-style-type: none"> 1) <i>Town hall meetings</i> to be held in 10 Louisiana geographical areas (Shreveport, NELAC, CENLA, NW, SW, Lafayette, Metairie, Baton Rouge, North Shore, and Houma/Thibodeaux) 2) Maintain a regional contact person 3) Develop uniform agenda for meetings (themes, legislation, PAC, membership, and networking) 	<ol style="list-style-type: none"> 1) Pending legislation passage 2) Ongoing 3) Pending legislation passage 	<ol style="list-style-type: none"> 1) Govt. Relations Committee and LCA lobbyist 2) Professional Development (PD) 3) 'PD' Committee and regional contacts 	<ol style="list-style-type: none"> 1) 2) 3)
<p>B. 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.</p>	<ol style="list-style-type: none"> 1) Provide opportunities for counseling training with diverse populations; and encourage LCA members to present diversity issues at annual conference. 2) Actively search for potential members in diverse populations becoming involved in LCA. 3) Support new LCA members to become actively involved in projects, committees, and leadership 4) Highlight new members and newsmakers in <i>Lagniappe</i> edition 5) Utilize all electronic resources to communicate with membership (blogs, e-blasts, YouTube, etc.) 	<ol style="list-style-type: none"> 1) 4 to 6 months before annual conference 2) Ongoing 3) Ongoing 4) Ongoing 5) Ongoing 	<ol style="list-style-type: none"> 1) PD chairs and all LCA Division Presidents 2) LCA Pres Elect-Elect, and LAMCD & AGBLTIC of Louisiana Presidents 3) LCA Pres Elect-Elect 4) LCA President; <i>Lagniappe</i> 5) Executive Director; <i>Lagniappe</i> editor; & Membership chair 6) LCA Executive Director and Sarah Kovich/Prov. Consultin 	<ol style="list-style-type: none"> 1) 2) 3) 4) 5) 6)
<p>C. To assist regional LPC groups</p>	<ol style="list-style-type: none"> 1) Maintain contact with groups and facilitate assistance and sharing of ideas. 2) Encourage participation of LCA members in a 	<ol style="list-style-type: none"> 1) Ongoing 2) Sept. 2011 	<ol style="list-style-type: none"> 1) PD co-chairs 2) PD co-chairs 	<ol style="list-style-type: none"> 1) 2)

	web-based speakers bureau. 3) Representatives of the Executive Board will meet with representatives of geographic groups	3) Sept. 2011/ LCA conference	3) PD co-chairs and LCA Executive Board	3)
D. Increase efforts to diversify division leadership & 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 <i>LCA Leadership Academy</i> and leadership positions 2) Encourage President-Elect to consider underrepresented groups and regions when appointing committee chairs	1) Ongoing 2) Ongoing	1) Executive Board 2) Executive Board	1) 2)
E. Endorse and promote implementation of <i>LA Model for Professional School Counselors</i>	1) Organize and present content sessions at the LCA Conference on pertinent issues	1) Sept. 2011	1) LSCA and PD co-chairs	1)

V: To PROMOTE and EXPAND the ASSOCIATION (LCA)

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. To increase LCA professional membership	1) Membership campaign. 2) Conduct a needs assessment every 2 years. 3) Send email satisfaction survey to current members annually 4) Create an exit survey for people who elect to discontinue LCA membership 5) Increase organizational membership by 30%	1) Ongoing 2) Ongoing 3) March 2012 4) Dec. 2012 5) Spring 2012	1-3) LCA Pres. Elect-Elect and PR Committee 4) Tim Fields, Bruce Galbraith, Diane Austin 5) Diane Austin, Administrative Council	1) 2) 3)
B. To encourage membership in LCA by members of related groups (e.g., LPC non-members; rehabilitation counselors; substance abuse counselors; marriage & family therapists, etc.)	1) Send letters to non-LCA member LPCs in the state. 2) Send email survey to non-LCA member LPC's to assess reasons for decision not to join LCA. 3) Conduct outreach activities to other groups and organizations. 4) LCA will exhibit at related professional conferences and events.	1) May 2011 2) May 2011 3) May 2011 4) Ongoing	1) President Elect-Elect 2) President Elect-Elect 3) President Elect-Elect 4) Executive Board	1) 2) 3) 4)
C. Assist Educators in encouraging graduate student involvement and LCA membership	1) Promote LCA division membership in college counseling programs, through e-mails, letters and visits by Executive Board members and LACES. 2) Counselor Educators will promote LCA membership to college students. 3) Continue to provide conference registration work grants to students.	1) Ongoing 2) Ongoing 3) Ongoing	1) LACES President, Graduate Student representative, PR Committee, Counselor intern representative 2) President Elect-Elect	1) 2) 3)

	<ul style="list-style-type: none"> 4) Divisions will continue to provide graduate representative scholarships. 5) Provide membership literature to <i>Chi Sigma Iota</i> chapters and other related student organizations. 6) Create Counselor Educator list for each LA Counseling program; and encourage each to monitor student interest & potential membership 	<ul style="list-style-type: none"> 4) Ongoing 5) Ongoing 6) Ongoing 	<ul style="list-style-type: none"> 3) Executive Director 4) LCA President 5) GSR 6) LACES President, LCCA President 	<ul style="list-style-type: none"> 4) 5) 6)
D. To retain and develop membership involvement and participation.	<ul style="list-style-type: none"> 1) Welcome to new members. 2) Follow up via email or mail. 	<ul style="list-style-type: none"> 1) Ongoing 2) Ongoing 	<ul style="list-style-type: none"> 1) LCA President and <i>Lagniappe</i> editor 2) Executive Director 	<ul style="list-style-type: none"> 1) 2) 3)
E. Nominate LCA for local, state, & national awards to promote LCA as an exemplary organization.	<ul style="list-style-type: none"> 1) Contact ACA for award nomination form. 2) LCA divisions should contact their national division for nomination forms & submit nominees. 	<ul style="list-style-type: none"> 1) Jan. 2012 2) Jan. 2012 	<ul style="list-style-type: none"> 1) Awards Chair 2) Awards Chair and Division Presidents 	<ul style="list-style-type: none"> 1) 2)
F. Maintain membership directory.	<ul style="list-style-type: none"> 1) Post membership directory on webpage for member access only. 	<ul style="list-style-type: none"> 1) Ongoing 	<ul style="list-style-type: none"> 1) Executive Director and Sarah Kovich 	<ul style="list-style-type: none"> 1)
G. Develop programs for interested affiliates/divisions.	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 1) Spring 2012 	<ul style="list-style-type: none"> 1) Executive Director, Administrative Council 	<ul style="list-style-type: none"> 1)
H. Explore ways to increase LCA membership benefits.	<ul style="list-style-type: none"> 1) Provide job board/fair at annual conference. 2) LCDA members will present content sessions on career planning, career development, job search strategies, and career transitions. 3) Explore ways to augment the value of being an LCA member 	<ul style="list-style-type: none"> 1) Sept 2011 2) Ongoing 3) Dec. 2012 	<ul style="list-style-type: none"> 1) LCDA President 2) President, President-Elect, Division Presidents and Executive Director 3) Diane Austin, Administrative Council 	<ul style="list-style-type: none"> 1) 2)

VI: To DEVELOP and SUSTAIN the CONTINUITY of EFFECTIVE LEADERSHIP

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. Provide the <i>LCA Leadership Academy</i> in conjunction with the annual conference.	<ul style="list-style-type: none"> 1) Continue to develop the <i>Leadership Academy</i>, coordinated past LCA presidents, involving a two-year commitment of participants selected. 2) Provide leadership training as a pre-conference activity to new <i>Leadership Academy</i> members and encourage development of a leadership plan to be completed during the following year. 	<ul style="list-style-type: none"> 1) Ongoing 2) Ongoing 	<ul style="list-style-type: none"> 1) Ron Cathey, Past Presidents, President, & recommendations by Executive Board 2) Ron Cathey, Past-Presidents, President and LCA Division Presidents 	<ul style="list-style-type: none"> 1) 2)

	<ul style="list-style-type: none"> 3) Provide leadership training for 2nd year participants to present on projects and research. 4) Invite all LCA Board members, division board members, and other interested members to apply to the <i>Leadership Academy</i>. 5) Recruit 1 leading graduate student from each counseling program in the state to participate in Leadership Academy 	<ul style="list-style-type: none"> 3) Ongoing 4) Ongoing 5) Ongoing 	<ul style="list-style-type: none"> 3) Ron Cathey, Past-Presidents, President, and Division Presidents 4) Executive Director 5) ?????? 	<ul style="list-style-type: none"> 3) 4)
B. Provide ongoing leadership training for Division presidents and their boards.	<ul style="list-style-type: none"> 1) Continue leadership retreat in June to orient new board members and promote team-building. 2) Encourage division presidents, and their boards, to use former officers as resources for information and ideas. 	<ul style="list-style-type: none"> 1) June 2012 2) Ongoing 	<ul style="list-style-type: none"> 1) President, President-Elect 2) LCA Executive Board 	<ul style="list-style-type: none"> 1) 2) 3) 4)
C. Continue to encourage emerging leaders; provide leadership training for individuals identified as emerging leaders; have one emerging leader attend ACA Leadership Conference as budget allows.	<ul style="list-style-type: none"> 1) Have national & state association leaders meet with graduate students during conference to inform & encourage organization involvement. 2) Invite one emerging leader to attend the ACA Leadership Institute. 3) Ongoing correspondence between LCA and division leadership. 4) Divisions are encouraged to send emerging leaders to national training events. 	<ul style="list-style-type: none"> 1) Sept 2011 2) Sept 2011 3) Ongoing 4) Ongoing 	<ul style="list-style-type: none"> 1) President, Past-President, and President-Elect 2) LCA President 3) LCA President 4) President and Division Presidents 	<ul style="list-style-type: none"> 1) 2) 3) 4) 5)
D. Division presidents are to invite their President-Elects to LCA Board meetings	<ul style="list-style-type: none"> 1) Funding to attend LCA meetings will be from respective division budgets. 	<ul style="list-style-type: none"> 1) Ongoing 	<ul style="list-style-type: none"> 1) Division Presidents 	<ul style="list-style-type: none"> 1)
E. A rating scale for divisions will be developed, with a goal of fostering sustained division leadership and effectiveness.	<ul style="list-style-type: none"> 1) Criteria for quantifying division effectiveness will be determined. 2) A rating scale will be developed. 3) The rating scale will be implemented and utilized annually. 	<ul style="list-style-type: none"> 1) Fall 2012 2) Dec. 2012 3) Early 2013 	<ul style="list-style-type: none"> 2) Diane Austin, Administrative Council 	<ul style="list-style-type: none"> 2)

VII: To PROVIDE LEADERSHIP as an ASSOCIATION in GOVERNMENT RELATIONS

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. Identify, introduce, & monitor legislation during the annual General Session that would impact the counseling profession	1) Maintain lobbyist and governmental relations chair/committee.	1) Ongoing	Govt. Relations Committee (GRC), Executive Director and lobbyist	1)
	2) Keep membership aware of issues through legislative alerts for action.	2) Ongoing		2)
B. Implement grassroots networking; <i>town hall meetings</i> ; 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, pending legislative outcome.	1) Ongoing	<i>Strategies 1) through 4)</i> Govt. Relations Committee, LCA President, and the LCA President-Elect 5) Diane Austin	1)
	2) Invite legislators to attend THM, LCA conference, and other LCA functions to express gratitude for LCA support, pending legislative outcome.	2) Ongoing		2)
	3) Send LCA member to ACA legislative/leadership institute when funding is available.	3) Ongoing		3)
	4) Encourage and equip LCA members to advocate for the profession under the direction of the GRC.	4) Ongoing		4)
	5) Grassroots report	5) Ongoing		5)
C. Communicate with state leadership, (i.e. governor and legislature), the mission of the Louisiana Counseling Association	1) Develop a contact plan of action.	1) Ongoing	1) Govt. Relations Committee 2) Diane Austin	1)
	2) Send <i>Thank You</i> letters to legislators for assistance with legislation.	2) Ongoing		2)
D. Encourage participation in Legal Action Fund	1) Effort to encourage and enhance participation in the Legal Action Fund will be undertaken	1) Ongoing	1) Diane Austin, Administrative Council, PR Committee	1)
E. Inclusion of the LSCA Govt. Relations Committee on the LCA Executive Board	2) Invite current LSCA Govt. Relations chair to become full member of the LCA Executive Board	2) July 1, 2010	2) LCA President, Diane Austin 3) Govt. Relations Committee	2)
	3) Explore the inclusion of the LSCA GRC chair on the LCA Govt. Relations Committee.	3) Sept. 17, 2010		3)

VIII: To MAINTAIN a SYNCHRONIZED STRATEGIC PLANNING PROCESS

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. Develop and maintain a two year strategic planning cycle for LCA.	1) Executive Board members will develop, discuss, and implement the LCA Strategic plan for the year at the June executive meeting. 2) Strategic planning activities will occur at various times during the year, with reports/updates provided at Executive Board meetings 3) Two weeks <u>prior</u> to both the annual conference AND the spring Executive Board meetings Division Presidents will provide reports to the SPC for an Executive Council presentation report	1) June 2012 2) Ongoing 3) Sept 2012 June 2012	1) Executive Board 2) Strategic Plan Chair/ Executive Board 3) Goal Group Chairs, Division Presidents and Strategic Planning Chair	1) 2) 3) 4)
B. Utilize a Goal Group format for this Strategic plan.	1) Strategic Planning Chair will compile, maintain and develop a yearly strategic planning report	1) Ongoing	1) Strategic Planning Chair	1)
C. Strategic plan updates will be posted to the LCA website.	1) Updates on the progress of strategic planning objectives will be posted to the LCA website at least bi-annually.	1) Ongoing	1) Diane Austin	1) 2)

Strategic Planning Chair

Date

LCA President Paul "Buddy" Ceasar

Date

Approved by Executive Board