

LOUISIANA COUNSELING ASSOCIATION

**Strategic Plan
2017 – 2018**

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

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETE D
A. 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.	
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) Ongoing 2) Yearly at Winter Board Meeting	1) Administrative Council 2) Administrative Council	
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 2018 2) June 2018 3) Annual Conference	1-3) President- Elect Elect, Business Manager, Executive Director	
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) 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 2018 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

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETE D
A. To engage in a community service project	1) A financial donation will be made to a non-profit organization designated by the LCA President.	1) Annual Conference	1) LASERVIC President	
B. 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

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETE D
<p>A. Continue PR efforts: Promote LCA and divisions to maintain membership and recruit professional non-members.</p>	<ol style="list-style-type: none"> 1) Recognize LCA accomplishments in the <i>Lagniappe</i>, website, and local media outlets. 2) Develop and print LCA's end of year report, and post on 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 September <i>LA Counseling Month</i> to coincide with annual conference. 5) Develop a position paper clarifying the work and qualifications of LPC's. 	<ol style="list-style-type: none"> 1) Ongoing 2) June 2018 3) Ongoing 4) February, yearly 5) June 2018 	<ol style="list-style-type: none"> 1) <i>Lagniappe</i> Editor PR Committee 2) Executive Director, 3) PR Committee 4) PR Committee, President Elect 5) PR Committee, President Elect, Executive Director 	
<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 outlets. 2) Continue development and utilization of LCA webpage. 3) Actively search for potential members in diverse populations becoming involved in LCA. 4) Create a brochure for the Legal Action Fund 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 3) Ongoing 4) June 2018 	<ol style="list-style-type: none"> 1) Executive Director, Newsletter, and PRC 2) Executive Director, Social Media Chair, and Wbpage provider 3) Division Presidents 4) Executive Director, Admin Committee 	

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

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETE D
<p>A. Continue <i>Town Hall Meetings</i>, as needed.</p>	<p>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) as needed. 2) Maintain a regional contact person. 3) Develop uniform agenda for meetings (themes, legislation, PAC, membership, and networking).</p>	<p>1) Ongoing 2) Ongoing 3) Ongoing</p>	<p>1) Govt. Relations Committee, LCA lobbyist, and LCA President 2) Professional Development (PD) 3) 'PD' Committee, regional contacts, and LCA President</p>	
<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>	<p>1) Support new LCA members to become actively involved in projects, committees, and leadership. 2) Highlight new members and newsmakers in <i>Lagniappe</i> edition. 3) Utilize all electronic resources to communicate with membership (blogs, e-blasts, YouTube, etc.).</p>	<p>1) June 2015 2) Ongoing 3) Ongoing</p>	<p>1) LCA Pres Elect-Elect 2) <i>Lagniappe</i> 3) Social Media Chair; Digital Media Specialist, <i>Lagniappe</i></p>	
<p>C. Increase efforts to diversify division leadership & state board representatives.</p>	<p>1) Each division and committee chair will be encouraged to provide an interested person from underrepresented areas and populations and encourage participation in <i>LDMI</i> and leadership positions. 2) Encourage President-Elect to consider under-represented groups and regions when appointing committee chairs.</p>	<p>1) Ongoing 2) Ongoing</p>	<p>1) Executive Board 2) Executive Board</p>	

V: To PROMOTE and EXPAND the ASSOCIATION (LCA)

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
A. Increase LCA professional membership.	<ol style="list-style-type: none"> 1) Work to recruit professional non-members to join LCA. 2) Develop a promotional video to be used to promote LCA membership. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 	<ol style="list-style-type: none"> 1) Public Relations Committee, Executive Director, President Elect-Elect 2) PR Committee, Executive Director, President Elect-Elect 	
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.)	<ol style="list-style-type: none"> 1) Maintain presence in LPC Board quarterly publication. 2) Conduct outreach activities to other groups and organizations. 3) LCA will exhibit at related professional conferences and events. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 3) Ongoing 	<ol style="list-style-type: none"> 1) President Elect-Elect 2) President Elect-Elect 3) President Elect-Elect 	
C. Encourage graduate student involvement and LCA membership.	<ol style="list-style-type: none"> 1) Promote LCA division membership in college counseling programs, through e-mails, letters, promotional video and visits by Executive Board members and LACES. 2) Counselor Educators will promote LCA membership to graduate students. 3) Continue to provide conference registration work grants to graduate students. 4) Provide membership literature to <i>Chi Sigma Iota</i> chapters and other related student organizations. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 3) Ongoing 4) Ongoing 	<ol style="list-style-type: none"> 1) LACES President, Graduate Student representative, Public Relations Committee, PLCA 2) President Elect-Elect, LACES 3) Executive Director 4) LCA President 	
D. To retain and develop membership involvement and participation.	<ol style="list-style-type: none"> 1) Welcome to new members via email. 2) Encourage membership by reminding members to “like”, “comment” and “share” LCA social media including Facebook and Twitter. 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. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 3) Ongoing 4) Ongoing 	<ol style="list-style-type: none"> 1) LCA President and President Elect-Electri 2) Division Presidents 3) Division Presidents, Digital Media Specialist 4) Division Presidents 	
E. Nominate LCA for local, state, & national awards to promote LCA as an exemplary organization.	<ol style="list-style-type: none"> 1) Submit nomination forms. 2) LCA divisions should submit nominees. 	<ol style="list-style-type: none"> 1) November, Yearly 2) Ongoing 	<ol style="list-style-type: none"> 1) Awards Chair 2) Division Presidents 	
F. Assist in developing programs for interested affiliates/divisions.	<ol 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 	<ol style="list-style-type: none"> 1) Ongoing 	<ol style="list-style-type: none"> 1) Executive Director, Administrative Council 	

	restructuring and/or merging of divisions, etc.			
<p>G. Explore ways to increase LCA membership benefits.</p>	<ol style="list-style-type: none"> 1) Provide job openings list on LCA website. 2) Presentations representing each division specialty/focus will be submitted for annual conference. 3) Use social media to highlight the value of LCA membership. 	<ol style="list-style-type: none"> 1) Ongoing 2) Annual Conference 3) Ongoing 	<ol style="list-style-type: none"> 1) Executive Director 2) Division Presidents and Executive Director 3) Social Media Chair, Digital Media Specialist and Executive Director 	

VI: To DEVELOP and SUSTAIN the CONTINUITY of EFFECTIVE LEADERSHIP

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETE D
<p>A. Provide the LDMI in conjunction with the annual conference.</p>	<p>1) Continue to develop and implement the LDMI. 2) Provide leadership training as a pre-conference activity to new LDMI. 3) Invite all LCA Board members, division board members, and other interested members to apply to LDMI.</p>	<p>1) Ongoing 2) Ongoing 3) Ongoing</p>	<p>1) LDMI chair 2) Past-Presidents, LCA President and LCA Division Presidents 3) Executive Director</p>	
<p>B. Provide ongoing leadership training for Division presidents and their boards.</p>	<p>1) Continue summer leadership retreat at summer board meeting to orient new board members and promote team-building.</p>	<p>1) June 2018, Yearly</p>	<p>1) LCA President, President-Elect</p>	
<p>C. Encourage and train new state and division emerging leaders.</p>	<p>1) Invite one emerging leader to attend the ACA Leadership Institute. 2) Divisions are encouraged to send emerging leaders to national training events.</p>	<p>1) At least 3 months before the Leadership Institute 2) Ongoing</p>	<p>1) LCA President 2) LCA President</p>	
<p>D. Encourage division Presidents-Elects to attend a minimum of one LCA Board meeting prior to becoming division President.</p>	<p>1) Division Presidents should extend an invitation to their President- Elects, and encourage them to attend Board Meeting. 2) Funding to attend LCA meetings will come from respective division budgets, if the budget allows.</p>	<p>1) Ongoing 2) Ongoing</p>	<p>1) Division Presidents 2) Division Presidents</p>	
<p>E. Foster sustained division leadership and effectiveness.</p>	<p>1) Provide written and oral reports for LCA meetings. 2) Develop checklist of expected responsibilities for division leaders.</p>	<p>1) Ongoing 2) Early 2018</p>	<p>1-2.) Executive Director, Administrative Council</p>	

VII: To PROVIDE LEADERSHIP as an ASSOCIATION in GOVERNMENT RELATIONS

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETE D
A. Identify, introduce, & monitor legislation during the annual General Session that would impact the counseling profession.	<ol style="list-style-type: none"> 1) Maintain lobbyist and governmental relations chair/committee. 2) Monitor legislation and keep membership aware of issues through legislative alerts for action. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 	Govt. Relations Committee (GRC), Executive Director and lobbyist	
B. Implement grassroots networking; continue <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.	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 3) Ongoing 4) Ongoing 	Strategies 1-3) Govt. Relations Committee, LCA President, and the LCA President-Elect 4) Executive Director	
C. Communicate with state leadership, (i.e. governor and legislature), the mission of the Louisiana Counseling Association.	<ol style="list-style-type: none"> 1) Develop a contact plan of action. 2) Send <i>Thank You</i> letters to legislators for assistance with legislation. 	<ol style="list-style-type: none"> 1) Ongoing 2) Ongoing 	<ol style="list-style-type: none"> 1) Govt. Relations Committee 2) Executive Director, Executive Board 	
D. Encourage participation in the Legal Action Committee for promoting the fund.	<ol style="list-style-type: none"> 1) Effort to encourage and enhance participation in the Legal Action Committee will be undertaken. 	<ol style="list-style-type: none"> 1) Ongoing 	<ol style="list-style-type: none"> 1) Executive Director, Administrative Council, PR Committee 	

VIII: To MAINTAIN a SYNCHRONIZED STRATEGIC PLANNING PROCESS

TASK/OBJECTIVE	STRATEGY/ACTION PLAN	TARGET DATE	RESPONSIBLE PERSON(S)	COMPLETED
<p>A. Develop and maintain a two-year strategic planning cycle for LCA.</p>	<p>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 meeting, Division Presidents will provide reports to the SPC for an Executive Council presentation report.</p>	<p>1) June 2018 2) Ongoing 3) Annual Conference and Spring Board Meeting</p>	<p>1) Executive Board 2) Strategic Plan Chair/ Executive Board 3) Division Presidents and Strategic Planning Chair</p>	
<p>B. Utilize a Goal Group format for this Strategic plan.</p>	<p>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.</p>	<p>1) Ongoing 2) Summer Board meeting</p>	<p>1) Strategic Planning Chair 2) Division Presidents</p>	
<p>C. Strategic plan updates will be posted to the LCA website.</p>	<p>1) Strategic plan objectives and progress will be posted to the LCA website least bi-annually.</p>	<p>1) Ongoing</p>	<p>1) Executive Director</p>	

Strategic Planning Chair

Date

LCA President

Date

Approved by Executive Board