

# Arizona School Counselors Association

## Strategic Plan 2014-2019



ARIZONA  
SCHOOL  
COUNSELORS  
ASSOCIATION

## **MISSION STATEMENT**

The mission of AzSCA Inc, is to foster professionalism by leading, advocating, and collaborating for Arizona school counselors and the students they serve.

## **VISION STATEMENT**

The Arizona School Counselors Association Inc., supports school counselors through professional development, resources, and advocacy at the state and national level. We empower school counselors to lead systemic change by delivering to each student a comprehensive school counseling program, aligned with the ASCA National Model and state standards for academic, social/emotional and career development.

## **STRATEGIC DIRECTION**

- 1. Sharing One Vision, One Voice with ASCA.** AzSCA, Inc. will advocate for the continued support of the ASCA National Model by the Arizona Department of Education (ADE).
- 2. Professionalism and Leadership.** AzSCA, Inc. will collaborate with ADE and school counseling graduate programs to education for school counselors and foster future educational leaders.
- 3. Data Driven Programs.** AzSCA, Inc. will provide professional development and consultation services to increase the number of schools implementing the ASCA National Model in the state of Arizona.
- 4. Collaborative Efforts.** AzSCA, Inc. will collaborate with ADE, the business community and other stakeholders to support school counselors and school counseling programs.

5. **Advocacy.** AzSCA, Inc. will work to have professional school counselors mandated in the state of Arizona with a defined role at the Arizona Department of Education.

## **ENDS POLICIES**

1. **School counselors know research-based best practices.**
  - 1.1. School counselors are knowledgeable about the development, implementation and evaluation of comprehensive school counseling programs.
  - 1.2. School counselors are knowledgeable about current ethical and professional practices and their application.
  - 1.3. School counselors are knowledgeable about current trends in school counseling and education.
  - 1.4. School counselors are knowledgeable about leadership and advocacy principles.
  
2. **Stakeholders who influence school counseling programs (such as superintendents, school administrators, faculty, AzSCA board, school board members, families, ADE, legislators and policy-makers) understand that school counselors add value to student achievement.**
  - 2.1. Stakeholders in positions of influence of school counseling understand the importance of social/emotional development in overall student success and that school counselors are the primary resource in social/emotional development.
  - 2.2. Stakeholders in positions of influence of school counseling understand the contributions that school counselors make to student achievement and that school counselors are the primary resource in supporting student educational transitions.
  - 2.3. Stakeholders in positions of influence of school counseling understand the importance of college and career readiness in overall student success and that school counselors are the primary resource in career development.
  
3. **School Counselors and School Counseling Programs are supported by the Arizona Department of Education, the business community and other stakeholders.**
  - 3.1. Outside agencies, businesses being a part of our board
  - 3.2. Outside agencies a part of our work

### 3.3. Maintaining relationships and partnerships with community and stakeholders

#### END POLICY 1:

School counselors know research-based best practices.

#### Annually

What	Committee	Board Action	Completed
Hold AzSCA Spring Conference	Conference		
Hold AzSCA LDI	President, President Elect, Past President		
Maintain website Postings/ Facebook/ Twitter/Pinterest with current information	Communications Executive Committee Technology Coordinator		
Develop and publish up to four issues of <i>The Arizona School Counselor and National Newsletter</i>	Communications		
Connect member's ongoing professional development opportunities throughout the state.	Professional Development Board Members		
Provide recorded presentations (PD) that will be available on the AzSCA website for members only	Professional Development Technology Coordinator Webmaster		
Update ASCA tab and RAMP information on AzSCA Website	Professional Development Technology Coordinator		
Promote AzSCA professional development opportunities to members	Professional Development Communications		
Contribute and participate in the AzCTE summer conference	Past President or Designee		

Communicate regularly to AzSCA members	Communications Technology Coordinator Kay Schrieber		
Promote ASCA Conference	Communications		
Provide consultation services relating to implementation of the ASCA National Model and RAMP submission.	Professional Development		
Provide regional School Counselor Breakfasts annually	Advocacy		
Publish a Research Journal	Research		
Work with Counselor educators to develop professional development including an “Action Research” component	Research		
Coordinate AzSCA Research Grant Submissions and Select Recipient	Research		
Provide College Access Professionals Training to AzSCA members	College Access Professionals Facilitator Professional Development		
Write Professional Practices Articles	Research		
Facilitate Poster Session AzSCA Inc. annual conference	Research		
Provide financial assistance for research projects	Research		
Attend Research conference	Research		
Maintain Member Resource Center available on the website for Members Only	Communications Webmaster Technology Coordinator Board Members		

**6 Month**

<b>What</b>	<b>Committee</b>	<b>Board Action</b>	<b>Completed</b>

**1 Year**

<b>What</b>	<b>Committee</b>	<b>Board Action</b>	<b>Completed</b>

**2 Year**

<b>What</b>	<b>Committee</b>	<b>Board Action</b>	<b>Completed</b>

## END POLICY 2:

Persons who influence school counseling programs (such as superintendents, school administrators, faculty, school board members, families, ADE, legislators and policy-makers) understand that school counselors add value to student achievement.

### Annually

What	Committee	Board Action	Completed
Develop and distribute current AzSCA talking points effecting PSCs.	Advocacy/Govt. Relations		
Create and update an AzSCA advocacy folder annually.	Advocacy/Govt. Relations		
Maintain a representative from AzSCA as an ABEC member and attend summer ABEC Conference	Advocacy/Govt. Relations/ Professional Development or Designee.		
Maintain a working partnership with ADE	President Professional Development		
Partner with other school based professionals that impact student learning such Az Career Technical Education stakeholders,that may include: Post Secondary Education,RMACAC, AEA etc.)	Past President, President, President Elect, President Elect-Elect or designee. Advocacy/ Government Relations		
Plan a meeting with School Counselor Educators	Research		
Encourage new member participation in committees and AzSCA as a professional experience	Advocacy Board Members		
Seek Fall Tour exhibitors	College Relations		
Maintain descriptions of Fall Tour Exhibitor Categories	College Relations		

**6 Month**

<b>What</b>	<b>Committee</b>	<b>Board Action</b>	<b>Completed</b>

**1 Year**

<b>What</b>	<b>Committee</b>	<b>Board Action</b>	<b>Completed</b>

**2 Year**

<b>What</b>	<b>Committee</b>	<b>Board Action</b>	<b>Completed</b>



### END POLICY 3:

School Counselors and School Counseling Programs are supported by the Arizona Department of Education, the business community and other stakeholders.

#### Annually

What	Committee	Board Action	Completed
Create and update AzSCA legislative folder for government visits	Govt. Relations/Advocacy		
Provide Legislative/Advocacy updates on website as appropriate	Govt. Relations/Advocacy		
Hold AZ School Counselor Day on the Hill	Govt. Relations/Advocacy		
Maintain a representative from AzSCA at all stateholders venues, conferences, etc. Provide an information table and secure an opportunity to speak briefly about school counseling and programs.	Advocacy/Govt. Relations Professional Development Or designee.		
Maintain a working partnership with : ADE/CTE	President Professional Development		
Partner with other school based professionals that impact student learning. (Cresmet/ASU, AZ Commission of Post Secondary Education, RMACAC, AEA etc.)	Professional Development Advocacy		
Provide regional School Counselor Breakfasts	Advocacy		
Research counseling venues for recruitment of new members	Membership		
Member recruitment and retention	Membership		
Maintain accurate membership records	Membership		
Organize Fall College Preview Days	College Relations		
Organize Fall Tour	College Relations		

**6 Month**

What	Committee	Board Action	Completed

**1 Year**

What	Committee	Board Action	Completed
Increase AzSCA membership by 20% (based on membership as of June 1, 2014)	Membership Board members		
Develop new AzSCA Brochure	Membership		

**2 Year**

What	Committee	Board Action	Completed

**Summary and Approval:**

- Reviewed and Revised at Executive Committee Retreat June 2014
- Approved at AzSCA Inc. Governing Board Meeting June 2014
- 2014-2015 Executive Committee: Mindy Willard, Jaimie Gosling, Meg Hughart, Jeanette Gallas, Jill Zitt, Thom Hughart, Cari Burson, Candace Alvarez, Julie Cota