

Strategic Plan 2016-2017

Note: Those listed as people responsible are the ones who should be forming committees to get work done and are then responsible for overseeing completion and reporting back to the board. These individuals may have their own deadlines and assignments given to committee members.

Professional Development GOALS

- A. Facilitate additional professional development opportunities for SDCA members**
 - a. Provide on-line professional development:**
 - i. Standalone webinars (six one-hour sessions) [free CEs]**
 - 1. People Responsible:** Past President, PD Chair/committee
 - 2. Develop plan and time line by:** Ongoing, bi-monthly deadlines [one time live broadcast, archived on website]; to be completed by June 30, 2017
 - ii. One series of six session webinars (connected topic) [paid CEs]**
 - 1. People Responsible:** Past President, PD Chair/committee
 - 2. Develop plan and time line by:** Ongoing [one time live broadcast, archived on website]; series to be completed by December 31, 2016
 - b. Facilitate Dr. Russell Barkley training in Sioux Falls, June 2017**
 - i. People Responsible:** Barkley Committee
 - ii. Time line:** Plan to be developed by September 30th, 2016

Increase Involvement in Advocacy

- A. Identify any issues of legislative concern and compile talking points for each.**
 - a. People responsible:** Government Relations Chair/AoS Gov't Relations Chairs
 - b. Timeline:** Initial compilation completed by December 31st, 2016 and ongoing compilation through the Legislative Session

- B. Provide to membership current information on legislative issues by utilizing newsletter, website and social media at least four times a year**
 - a. People responsible:** Government Relations Chair/Committee
 - b. Timeline:** ongoing through June 2017

- C. Organize and Coordinate Day on the Hill Event**
 - a. Select a date for Day on the Hill**
 - i. People Responsible:** AoS Presidents, Government Relations Chair/President-Elect
 - ii. Timeline:** To be completed by October 31st 2016
 - b. Arrange Board Meetings and agenda for DoH**
 - i. People Responsible:** President/Executive Director, AoS Presidents, Government Relations Committee

- ii. **Timeline:** One month prior to DoH
 - c. **Create promotional info for legislators etc**
 - i. **People Responsible:** Government Relations Committee, AoS Gov't Relations Chairs
 - ii. **Timeline:** Completed by Day on the Hill
- D. **Increase Advocacy/promotion of Mental Health Month/National School Counselor Week to the general public.** (develop educational materials, activities, or resources, write an article for paper, ect) for consumers
 - a. **People Responsible:** Technology Chair and Executive Committee in collaboration with AoS Presidents
 - b. **Timeline:** To be completed before February 2017 for National School Counselor's Week and by May 2017 for Mental Health Awareness month.

Grow and Maintain Membership

- A. **Increase membership of SDCA to 400 members**
 - a. **Increase graduate student membership**
 - i. Faculty outreach (brochures to departments, etc.)
 - i. **People Responsible:** Grad Student Chair/committee
 - ii. **Timeline:** To be completed by June 30, 2017
 - b. **Provide a list of qualified supervisors to members**
 - i. **People Responsible:** Membership Chair/Membership committee
 - ii. **Timeline:** To be completed by June 30, 2017
 - c. **Increase South Dakota Native American Counseling Association membership**
 - i. Present at annual conference
 - i. **People Responsible:** SDNACA President
 - ii. **Timeline:** To be completed by June 30, 2017
 - ii. Provide one of the bi-monthly webinars
 - i. **People Responsible:** SDNACA President
 - ii. **Timeline:** To be completed by June 30, 2017
 - d. **Increase private practitioner membership**
 - i. **People Responsible:** Chapter presidents
 - ii. **Timeline:** To be completed by June 30, 2017

Conference

- A. **Increase the number of qualified programs (to maximize the amount of CEs available)**
 - a. **Create incentives for perspective presenters**
 - i. **People Responsible:** Education Chair/committee
 - ii. **Timeline:** To be completed by May 5th, 2017
- B. **Review and Update Graduate Student Scholarship Process**

- a. **People Responsible:** Graduate Student Chair/committee
- b. **Timeline:** To be completed by the Fall board meeting 2016