

MCA Strategic Plan 2018-2022

1. Services to Membership:

- Objective: To keep membership informed of opportunities with website, Facebook, and other social media as determined by the officers. Responsible: Executive Board and Technology Committee
- Objective: To supervise and provide leadership training for officers. Responsible: Administrative Council
- Objective: Identify Region legislative concerns. Responsible: Government Relations
- Objective: Track progress of legislative issues. Responsible: Government Relations
- Objective: To expand the mentoring program for officers. Responsible: Strategic Planning Committee
- Objective: To expand the mentoring program for emerging leaders. Responsible: Emerging Leaders Committee
- Objective: Quarterly phone calls with Region and Division presidents to reinforce leadership skills, discuss issues, needs and provide support. Responsible: President, MCA Region Chair with technical assistance provided by Executive Director
- Objective: Create Speaker's Bureau of approved speakers. Responsible: Speakers Bureau Committee with input from President, Past President and vetting by Strategic Planning.

2. Community Services

- Objective: To develop programming to assess issues important to communities and provide training on those issues. Responsible: Community Services Committee-consisting of Region Chair and Presidents
- Objective: Send out at least quarterly press releases regarding training, information on current issues and how counselors can provide assistance. Responsible: Speakers Bureau
- Objective: Crisis Response for community and MCA members. Responsible: Executive Director, MDE, MDMH; Region Presidents

3. Technology

It is imperative that MCA communicate with our membership and communities in the most appropriate and efficient technology available.

- Objective: Maintain website with frequently updated information. Responsible: Technology Committee
- Objective: To create an archival storage of association documents including but not limited to by-laws, minutes, budgets, and membership contacts to be placed on the website beginning with 2016- 17. Responsible: Region Chair and MCA Technology Coordinator

- Objective: Create Speaker's Bureau of approved speakers under Resources page. Responsible: Speakers Bureau Committee with input from President, Past President and vetting by Strategic Planning.
- Objective: Create search directory for community to identify qualified members as a referral source. Responsible: Technology Committee
- Objective: Educate Leadership and members on use of Organizational communication tools such as Survey Monkey and Go to Meeting. Responsible: Technology Committee
- Objective: Investigate provision of online CEU opportunities for membership. Responsible: Technology Committee

4. Relationship

- Objective: Develop and deploy needs assessment for members. Utilize results to improve membership services. Responsible: Strategic Planning Committee
- Objective: Provide training based on needs assessment. Responsible: Administrative Council and Speakers Bureau
- Objective: Improve relationship by creating email list of state newspapers and school districts (MDE and MDMH, IHL, CCB, etc.) Responsible: Region President Committee
- Objective: Develop Crisis Response Committee to effectively respond in times of crisis. Responsible: Executive Director to contact MDE, MDMH, IHL, CCB)
- Objective: Increase leadership mentoring by adding mentorship of division Presidents.