



Pennsylvania Association for College Admission Counseling

Strategic Priorities 2015-2018

Vision: The Pennsylvania Association for College Admission Counseling (PACAC) strives to be a progressive, dynamic and diverse organization dedicated to the effective transition for students to post-secondary education.

Mission: PACAC is a professional organization dedicated to advocating for equity and promoting access and success for post-secondary education. PACAC meets the diverse educational needs of school counselors and college admission professionals, students, families, and other constituents across the Commonwealth of Pennsylvania.

Core Values:

Advocacy

Collaboration among members

Equity and access

Ethics and integrity

Professional development for all members

Volunteerism and service

Strategic Priorities:

1. Elevate PACAC's role in state-level higher education conversations and support regional college access groups.
2. Offer and enhance professional development programming to meet the needs of PACAC membership and students.
3. Use technology and communication to increase opportunities for online PACAC programming.
4. Engage new members and identify future leaders in PACAC.
5. Increase secondary school counselor membership.

Goal 1 - Elevate PACAC's role in state-level higher education conversations and support regional college access groups

Objective 1 - Continue to promote PACAC as a leading resource for issues related to post-secondary transition

- 1) Action Items (**Government Relations, Inclusion, Access and Success**)
 - a) Redefine the College Access Forum and Walk-the-Hill Events
 - i) Fully establish a sub-committee chair that will take complete leadership on the organization of these programs
 - ii) Regularly evaluate the effectiveness of these programs
 - b) Create a presence in the regional groups/areas that are working on college access and success related issues
 - i) Maintain support for Philadelphia College Prep Roundtable, Western PA College Success Roundtable, and help establish the Central PA Educational Collaborative
 - ii) Appoint a liaison for each group, to serve as PACAC's voice at their events, meetings, and provide regular PACAC updates to their membership (**Public Advocacy Director**)
 - (1) Explore a mentorship opportunity by partnering a seasoned PACAC member with a new member to serve in this role
 - iii) Develop strategies to collaborate with other education organizations (i.e. meetings, workshops, webinars, etc.)
 - c) Communicate legislative initiatives and updates through social media, distribution of *The Pacer*, and/or public service announcements
 - i) Work with the Marketing and Communication committees to make sure that this is included in the overall communication plan

Objective 2 - Expand communication to include targeted policymakers, exhibitors and partner organizations to establish the PACAC brand

- 1) Action Items (**Communications, Marketing**)
 - d) Reevaluate content in *The Pacer* to increase the value to the reader
 - e) Expand opportunities for advertising in *The Pacer* to exhibitors
 - f) Explore ideas to communicate relevant school counseling or higher education information (i.e. NACAC white papers)
 - g) Work with GRC to compile a list of policymakers to receive this information and identify relevant content
 - h) Work with GRC and IAS to compile a list of partner organizations to receive *The Pacer* or other targeted communications
 - i) Work with CPC and College Fairs to compile a list of exhibitors to receive *The Pacer* or other targeted communications

- j) Determine appropriate format to deliver – do we mail a hard copy twice a year or only deliver digital edition to these constituents?
- k) Distribute through social media
- l) Keep mailing lists current

Objective 3 – Access to Professional Development Opportunities

- 1) Action Items (Professional Development)
 - a) Evaluate programming locations to ensure accessibility to professional development for educational professionals across the state
 - b) Ensure that diverse populations are being served by PACAC professional development programs (i.e. rural and urban districts)
 - i) Evaluate program curriculum and content to ensure they reflect the needs of typical/desired audience from the area (i.e. CBOs)
 - c) Increase awareness of CAP grants through intermediate units, district offices, roundtable groups, CBOs, and other educational organizations
 - i) Explore emailing the CAP application to partner organizations
 - ii) Consider other opportunities to market CAP grant

Goal 2 – Offer and enhance professional development programming to meet the needs of PACAC membership and students

Objective 1 - Promote NACAC Statement of Principles of Good Practice (SPGP)

- 1) Action Items (**Admission Practices**)
 - a) Include SPGP session in the curriculum of all professional development events including but not limited to Annual Conference, August Admission Workshops, Mainline Workshops, Summer Institute
 - b) Promote Student Rights and Responsibilities through PACAC sponsored college fairs—develop handout that would be included in the PACAC bags handed to all families that attend. This would ensure that students have this information during the college search
 - c) Have the SPGP link and complaint link noted in *The Pacer* to ensure that all members will receive the link

Objective 2 - Establish PACAC Speakers Bureau

- 1) Action Items (**Marketing and Professional Development Directors**)
 - a) Explore the feasibility of this to be hosted on the PACAC website
 - b) Gauge interest in this idea from membership and build list of speakers
 - c) Establish methodology for evaluation of presentations to approve for posting on web

Objective 3 - Establish PACAC Scholarship Program for High School Students

- 1) Action Items (**Marketing and Professional Development Directors**)
 - a) Explore other NACAC affiliates scholarship programs
 - b) Work with Finance and Budget Committee (F&B) to appropriate money for scholarship for 2015-2016 budget cycle
 - c) Establish scholarship committee to develop methodology for selection of students
 - d) Establish communication plan to notify area high schools about opportunity
 - e) Establish committee of volunteers to spearhead process
 - f) Scholarship recipients will be invited to 2016 PACAC Conference to be formally presented with scholarship

Objective 4- Enhance PACAC Regional Networking Events

- 1) Action Items (**Membership**)
 - a) Develop a manual on how to best plan a networking event
 - b) Expand current programming ideas in Philadelphia and Pittsburgh
 - c) Add more networking opportunities in other areas of the state

Objective 5- Diversify and increase the number of sessions offered at each annual conference for community colleges, transfer students, and upper level management

1) Action Items (**Conference Planning**)

- a) Continue to have sessions meeting at NACAC for brainstorming ideas
- b) Recruit presenters who lead great sessions at NACAC and other conferences
- c) Approach Deans, Directors, VP's and invite them to submit session proposals
- d) Collaborate with local transfer student associations (i.e. Transfer Association - TAAC)
- e) Provide 2 -3 new sessions for these constituencies each year

Objective 6 - Evaluate and improve professional development programs

1) Action Items (**Professional Development, Conference Planning**)

- a) Create subcommittee to develop and implement a professional development program for middle management
- b) Assess current PDC programs, curriculum, location, audience, focus, coordination and process
- c) Expand and develop online programs
 - i) Work with each committee chair to develop ideas and identify opportunities to offer programming online
 - ii) Explore the appointment of a sub-committee chair to coordinate online opportunities

Objective 7 – Camp College

1) Action Items (**Inclusion, Access, Success**)

- a) Evaluate the success of the first Camp College
- b) Explore naming this as a consistent sub-committee role
- c) Consider alternate locations to host this event (east and west)

Goal 3 - Use technology and communication to increase opportunities for online PACAC programming

Objective 1 – Increase online delivery of professional development

- 1) Action Items (**Professional Development**)
 - a) Deliver 4 online workshops (2015-2016)
 - i) Utilize research and feedback from first year of hosting online workshops
 - ii) Work with committee chairs to develop ideas and identify opportunities for future topics
 - iii) Ensure program coordinator requests additional topics on evaluation
 - iv) Explore the appointment of a sub-committee chair to coordinate these online opportunities
 - b) Research live-streaming options
 - c) Incorporate online delivery to school counseling graduate programs
 - i) Consult with Julie Sitko, chair of Ad Hoc Committee on Graduate Programs and PA Association for Counselor Education and Supervision (PACES)
 - d) Evaluate and adjust programming based on research and feedback

Objective 2 – Develop a Yearly Communication Plan

- 1) Action Items (**Marketing Director**)
 - a) Work with all standing committees for information to develop a yearly communication calendar
 - b) Marketing committee will review dates and identify strategic communication dates
 - c) Work with PACAC executive assistant to establish a regular process for email communication that all committees will utilize
 - d) Coordinate yearly meeting with graphTech to help streamline print materials
 - e) Include important committee meeting dates and calendar in *The Pacer*

Objective 3 – Develop a Social Media Content Strategy

- 1) Action Items (**Communications, Marketing**)
 - a) Define how the association uses social media (Facebook, Twitter, Instagram)
 - b) Establish photo contest to provide useful and usable photos for PACAC website
 - c) Explore the idea of developing a series of marketing videos
 - i) i.e. How to best utilize a college fair, advice from counselors, student's voice
- 2) Establish sub-committee chair and develop strategy for developing/disseminating content
 - a) Roll out content as available and measure interaction
 - b) Gather available data on how content is received – (i.e. how many likes, shares, views)

Objective 4 – Streamline Membership Renewal process

- 1) Action Items (**Membership**)

- a) Explore making membership renewal a standard option during conference registration
- b) Increase membership among school counselors
- c) Ensure that PACAC member categories are in compliance with NACAC
- d) Conduct a membership survey

Objective 5 – Conference live-streaming capability

- 1) Action Items (Professional Development, Conference Planning)
 - a) Work to use Adobe Connect for on live-streaming capability

Goal 4 - Engage membership and identify future leaders in PACAC

Objective 1 – Enhance the Summer Institute

- 1) Action Items (Professional Development Director)
 - a) Work with Summer Institute Dean and Director to develop a succession plan for each role
 - b) Develop mentorship plan for faculty to serve as point people for their small groups throughout the year

Objective 2 - Committee Engagement

- 1) Action Items (ALL)
 - a) Define sub-committees and other potential leadership roles within each committee
 - b) Develop clear written responsibilities for sub-committees
 - c) Share the responsibility and delegate tasks
 - i) i.e. Consistently engage more of the committee members when dealing with AP complaints for broader opinion and enhanced engagement (AP)
 - d) Facilitate professional connections through enhanced profiles on PACAC website
 - e) Ensure transparency of leadership succession plan for each committee with input from President's cycle
 - f) Identify successor to help with transition to new chair in the committee chair/director's final year

Objective 3 – Identify Leaders Early

- 1) Action Items (ALL, Marketing, Membership)
 - a) Create a system in membership database to record first membership year for better data and easier communication
 - b) Establish communication plan for the recipients of complimentary memberships
 - c) Identify new/emerging leaders, help develop their skills, and put them in a position to lead within committee structure
 - d) Explore a mentorship opportunity by partnering a seasoned PACAC member with a new member to serve in this role

Objective 4 - Develop a Leadership column in *The Pacer*

- 1) Action Items (Communications)
 - a) Identify author(s) for column and begin generating content to include in *The Pacer*
 - b) Reach out to other committee chairs to ask for nominations for PACAC members to interview/feature – focus is on finding leaders within committees and not Executive Committee and President's Council level leaders
 - c) Maintain a list of possible options for future profiles of emerging leaders

Goal 5 – Increase secondary school counselor membership

Objective 1 – Develop effective methods to recruit and engage secondary school counselors

1) Action Items (**Membership**)

- a) Determine ways to increase awareness of PACAC programming
- b) Partner with other secondary school organizations (i.e. PSCA, PACES, ASCA, PSEA)
 - i) Identify school counseling associations at the local level

Objective 2 - Identify opportunities to present post-secondary educational sessions at other associations' conferences

Objective 3 – Raise awareness of CAP grant funds as a method of access to PACAC programming and membership

1) Action Items (**Membership and Marketing**)

- a. Explore opportunities for PACAC members to nominate guidance counselors for CAP grant funds