

**Indiana Association for College Admission Counseling**

**Strategic Plan 2016-2019**

**Vision Statement**

The vision of the Indiana Association for College Admission Counseling (IACAC) is to be a dynamic association in the State of Indiana for assisting students in the transition from secondary to post-secondary education. The association is committed to meeting the professional needs of its members and the diverse educational needs of students and their families.

**Mission Statement**

The Indiana Association for College Admission Counseling (IACAC) is a professional organization dedicated to encouraging, advocating and facilitating equal access to post-secondary education. The association will support and advance the work of counseling and enrollment professionals as they help students of diverse backgrounds in the transition to post-secondary education. IACAC is committed to promoting high professional standards that foster ethical and social responsibility.

**Goal 1: Membership**

IACAC will continue to grow and to diversify its membership in recognition that membership is the backbone of our association and our commitment to professional growth, development, education and service.

* Continue to increase college and university, high school, community based organizations, independent counselor, and out-of-state membership, in an effort to increase access and education for the membership we support and the students they serve.
* Nurture current members and develop strategies to encourage new membership across IACAC.
* Develop ties with graduate programs throughout the state to foster awareness of IACAC and grow future membership.
* Deliberately identify leadership in IACAC that reflects the diversity of IACAC membership including, but not limited to, ethnic diversity, geographic diversity, diversity of experience (high school/college/independent), and institutional diversity (public/private).
* Create a deliberate and effective plan to communicate with new members.
* Become more inclusive by expanding membership to those with advocacy for transfer students.

**Goal 2: Fiduciary Responsibility**

IACAC will continue to demonstrate fiscal responsibility in the management of the day to day and future operations, budget planning, and decision making to ensure the financial health and longevity of the organization.

* Maintain best practices and build on the goals of transparency, oversight, shared responsibility, inclusivity, and role specification in the budgeting process.
* Seek out additional revenue streams to offset the cost of new initiatives or programming that supports the mission of the organization.
* Develop a plan to reinvest our financial resources back into membership and IACAC services in meaningful and impactful ways.
* Establish policies and procedures set forth in the IACAC Fiscal Policy while annually reviewing policies to identify necessary updates and changes.

**Goal 3: Programming and Professional Development**

IACAC will evaluate and strengthen current programs, explore new opportunities to meet the needs of our membership, and seek opportunities to collaborate with other organizations to foster collaboration, community, and growth.

* Explore the use of web-based content and webinars for professional development and information exchange.
* Design and develop innovative and relevant programs that seek to cultivate the leadership skills of our membership, and respond to future trends and issues.
* Collaborate with other affiliates/organizations to provide professional development opportunities that promote collaboration, inclusive community, and growth.
* Continue to serve our membership and others seeking professional development with quality programs such as the Annual Congress, Summer Institute, and MMI.

**Goal 4: Collaboration**

In partial fulfillment of its commitment to inclusion, access and success for all, IACAC will engage and actively collaborate with related organizations, as well as with communities of students and families.

* Expand delivery of association services and opportunities to members in all geographic regions of Indiana.
* Begin legislative advocacy, especially with elected officials involved in higher education committees.
* Consider stronger affiliation with other professional organizations in which the agenda touches on counseling, admission and related processes. Examples include Indiana School Counselor Association (ISCA) and Indiana Transfer Council (ITC).

**Goal 5: Brand Awareness**

IACAC will be a source of expertise to college, high school professionals, and the community in all areas of college admission counseling.

* Seek opportunities and develop outlets to share our knowledge with colleagues, parents, students, government officials, and the media.
* Start consistent communication with local, state and federal legislators educating them on issues surrounding student access, funding, college counselor training, as well as the importance of college counseling within our schools.

Version 1 – April 10, 2016. MRM