



## **2020 - 2025 Strategic Plan**

*(edited Feb. 6, 2020)*





Mission: The Missouri Association of College Admission Counseling (MOACAC) is a non-profit organization consisting of admissions professionals, high school counselors, and educational organizations. Our association strives to help students and their families through the college selection process, enabling them to make sound, informed decisions on their future.

The Missouri Association for College Admission Counseling (MOACAC) serves professionals in both the high school and college levels of college admissions and is a chartered affiliate of the National Association for College Admission Counseling (NACAC). Some of the organization's primary purposes include:

- Establishing and maintaining high professional standards in college admission counseling at both the high school and college level.
- Supporting effective programs of counseling which will aid in advocacy, equity, and access for all students in selecting a suitable college.
- Expanding the effective relationships between secondary and post-secondary institutions.
- Developing a professional competence and meeting the diverse professional needs of individuals who support the successful transition of students involved in the admission counseling procedures.

**MOACAC Core Values: Collaboration and effective communication among its members ~ Long-lasting professional development for all members ~ Ethics and integrity of practice ~ Equity and access for all students seeking higher education ~ Effective stewardship of organization funds ~ Volunteerism and service of members back to the Affiliate**

## Four Key “Currents” (Goals) of the Organization

			
<p data-bbox="138 269 527 298"><u>Advocacy, Access, and Ethics</u></p> <ul data-bbox="107 337 556 1110" style="list-style-type: none"><li data-bbox="107 337 556 500">* Create and sustain support programming for under-resourced students and counselors who serve this population.</li><li data-bbox="107 597 556 847">* Expand the outreach of MOACAC programming to remote areas of the affiliate while partnering with relevant associations to serve our constituencies.</li><li data-bbox="107 945 556 1110">* Promote a commitment to principled conduct among professionals who support students in the college admission process.</li></ul>	<p data-bbox="600 269 1020 298"><u>Membership, Identity, and Brand</u></p> <ul data-bbox="583 337 1033 1328" style="list-style-type: none"><li data-bbox="583 337 1033 457">* Grow membership throughout the affiliate in all types of membership categories.</li><li data-bbox="583 555 1033 760">* Promote the value of MOACAC membership to all college admission professionals within our affiliate and establish MOACAC as a trusted entity in the field.</li><li data-bbox="583 857 1033 1107">* Strengthen MOACAC’s visibility, recognition, and appreciation through purposeful promotion and outreach by way of careful oversight of the association’s brand and identity.</li><li data-bbox="583 1205 1033 1328">* Promote effective avenues for accessible and clear opportunities for members to serve the Affiliate.</li></ul>	<p data-bbox="1121 269 1453 298"><u>Organizational Efficiency</u></p> <ul data-bbox="1062 337 1512 1464" style="list-style-type: none"><li data-bbox="1062 337 1512 542">* Maximize programming opportunities for the general membership while streamlining the use of organizational resources.</li><li data-bbox="1062 574 1512 779">* Maintain short and long-term financial planning and sustained fiscal health while using organizational resources for the benefit of the membership.</li><li data-bbox="1062 812 1512 1023">* Establish programs that permit the allowance of funds to be used by the general membership for professional development opportunities.</li><li data-bbox="1062 1055 1512 1305">* Elevate the use of technology, including social media and affiliate websites, to deliver effective communication and professional development programming to all constituencies.</li><li data-bbox="1062 1338 1512 1464">* Share with general membership the leadership direction and future planning of the affiliate.</li></ul>	<p data-bbox="1541 269 1877 298"><u>Professional Development</u></p> <ul data-bbox="1541 337 1990 938" style="list-style-type: none"><li data-bbox="1541 337 1990 587">* Provide professional development programming that addresses the necessary skills and topics relevant to the scope of the work performed in the field of college admission counseling.</li><li data-bbox="1541 685 1990 938">* Create opportunities for professionals within the heart of their admission counseling career to develop the needed skills for future advancement within the field profession.</li></ul>

## Advocacy, Access, and Ethics

### Action Items & Measures

#### Advocacy:

\* At the Jefferson City Advocacy Day conduct a short training session in the morning before MOACAC advocates go to individual offices-give talking points, state our Affiliate goal, explain the importance of who we (MOACAC) are and what we are doing.

#### Access:

##### For Students:

\* Continue offering at least two IAS Conferences to students, per year, within the Affiliate with STL and KC being the anchor programs (every other year in each location). A second location in Mid-Missouri, alternating conference location up and down highway-63 each year.

\* Continue to offer students within the Affiliate competitive scholarship opportunities sponsored by the IAS Committee and funded through MOACAC allocated/budgeted funds.

\* Offer programming, by any means, to first-generation students in urban and rural locations.

\* Establish an Access Fair for students at MOACAC Spring College Fair and/or as part of the IAS Conference.

\* Create educational short videos on our website for students/families to learn the intricacies of the college search process.

##### For Counselors:

\* Establish transportation for rural/remote counselors to attend CUBE's, organized by nearby college(s). MOACAC pays the gas.

\* Provide programming, by any means, to school counselors working with first-generation students in urban and rural locations.

\* Create short videos 'behind the wall' on our website for counselors to access.

\* Establish Access Fair or row of tables at CUBE so counselors know what resources are available to them and their students.

## Membership, Identity, and Brand

### Action Items & Measures

#### Promoting Membership:

\* Offer FREE Membership to all College Advising Corps counselors in the state of Missouri giving them the ability to attend CUBE & CCI for professional development.

#### Promoting the MOACAC Brand:

\* Establish Brand-Focused regional college fairs - changing the RCF name to include "MOACAC Regional College Fair at East Central or MOACAC Regional College Fair at Queeny Park", etc.

\* Create Marketing Materials with MOACAC Brand/Logo.

\* Make and distribute MOACAC Koozie for the MSCA Conference hospitality room & exhibit booth.

\* Create MOACAC Conference Shirt for all members to wear at Affiliate and National Conference

\* Continue to promote MOACAC "Swag" Store to members and make the ordering process easy.

#### Encouraging Volunteerism:

\* Consistent, continuous "call outs" for volunteers, promote through videos "call outs", as well.

\* Distribute physically and/or electronically Volunteer Forms indicating the four Committees that need the most help: PD / Bus Tour / IAS / Conference Planning.

#### Promoting MOACAC as a trusted entity and improve Visibility throughout Affiliate and beyond:

\* Continue Ongoing MOACAC promotion at MSCA Conference.

\* Create and post 20-30-second videos promoting MSCA sessions on website.

\* Generate QR Code for info gathering, possibly Strive Scan at exhibit booth, at session, at hospitality suite ... instant collection of information with the ability to follow up and encourage Membership.

## Organizational Efficiency

### Action Items & Measures

#### Maximize Organizational Finances:

\* Even though College Fair revenue remains strong at this point, possibly add a few more fairs (Springfield, Branson area, central Missouri-Columbia), but a reasonable number to manage and maintain. Places to be determined, but monitor closely to avoid exceeding capacity.

\* Add other revenue streams of:

i. Professional Development – perhaps adding events that are not free to members, but relevant and worth the price.

ii. Grow Membership - potential still exists outside St. Louis and KC. Advertise through counseling master's programs - making the case for MOACAC membership while students are still in their master's programs.

iii. Continue to grow college membership and reinforce the value and investment for them to support MOACAC programming

#### Investment strategies:

\* Seek and heed consistent advice from Edward Jones. Move forward cautiously, but move forward with the investment strategy Edward Jones has laid out, with the eventual hope of being able to support endowed programs and/or scholarships.

\* Save each year a portion of our income in the investment account.

#### Funds to Support Professional Development and MOACAC Programming:

\* Use revenue funds to support and reinvest in Professional Development opportunities making events less expensive for members to attend.

\* Establish a MOACAC Grant System, such that certain committees receive funding to enhance educational and/or advocacy programming. In addition, establish record-keeping process for "use of funds".

#### Use Technology for Effective Organization Communication:

\* Continue to use the new website and associated technology to effectively and efficiently perform outreach and communicate leadership plan and structure, volunteer opportunities and professional

## Professional Development

### Action Items & Measures

#### Promote Professional Development Events:

\* Provide a detailed explanation on the website about each type of workshop MOACAC offers - CCI, CUBE, etc., and what each entails/giving the background of the event so members can understand the value of attendance

\* Provide a MOACAC welcome video or "this is what MOACAC does" or "This is What MOACAC means to me?" video on the website.

#### Ongoing and Enhanced PD Events:

\* Continue to offer and/or expand the bus tour for high school counselors.

\* Establish and offer webinars series (behind the wall) to both HS and college side.

\* Offer every other year an Admission Middle Mgmt Institute – for **admissions counselors**.

\* Record via iPad or video conference sessions and offer them to members (behind the wall).

\* Provide high-level/advanced topics for discussion and learning for high school counselors, i.e. tools/tips for counseling students, test-optional counseling approach, writing letters of Recommendations, styles of letter Writing, A+program, financial aid, the mental health of students within the college process.

\* Offer travel grant opportunities to Members for counselors to attend PD events throughout the Affiliate.

\* Offer webinar series / recorded conference sessions available to other Affiliates at a nominal fee; generating some revenue for PD programming.

\* Continue to offer Continuing Education Units (CEU) to Members who participate in Professional Development.

<p>* Present conference sessions at MSCA and annual Affiliate Conference about working with and/or supporting First Gen/Low-Income students through the college search and application process.</p> <p>* Provide support, information, and correct educational training to CBO's who are often tasked with helping students with college admissions.</p> <p>* Create a function to provide video accessibility for conference sessions at annual Affiliate Conference and PD Events such that Rural/Remote Counselors who are not able to attend the event can gain access.</p> <p><b><u>For College:</u></b></p> <p>* Create short video clips 'behind the wall' on our website for all levels of admission experience (new, middle, long term) for the purpose of professional development and/or discussion about college admission hot topics.</p> <p>* Establish Access Fair/Row at CUBE- college professionals can attend while other colleges are presenting to counselors, so they can learn about resources for students.</p> <p>* Provide conference sessions for middle/advanced experienced college reps on Middle or Advance Admission Management and Career Pathing.</p> <p>* Create conference session on supporting/working with First Gen/Low Income students - to be shared with all counselors.</p> <p>* Create conference session on Dual Enrollment Programs from Community Colleges and paired specifically with 4-year colleges.</p> <p>* Provide information on transfer fairs around the state and/or promote to community college students where regional college fairs will be held.</p>	<p>* Promote MOACAC Membership with college give-away baskets.</p> <p>* Create ability to purchase MOACAC Membership at MSCA booth.</p> <p>* Create promotional Video to promote Membership.</p> <p>* Establish Middle School Counselor outreach - predominantly at the 8th-grade level. Conduct sessions at the MSCA conference for rising 9th grade.</p> <p>* Create a MOACAC Speaker's Bureau for the support of high school counselors needing expertise in certain areas of college admission and financial aid counseling.</p> <p>* Reestablish <u>Communication/PR Committee</u> on the Executive Board to increase organization visibility (driving families and educators to our website, etc.) and to promote MOACAC credibility.</p> <p>* Be the college admission counseling expert in our state for TV/radio/newspapers to provide comment on important topics (example. Rick Singer/Operation Varsity Blues).</p> <p>*Construct and distribute Quarterly newsletter via email and Social Media.</p> <p>* Continue to push out MOACAC and/or College Admission content on Social Media (Facebook, Twitter, Instagram, Snapchat, etc.).</p> <p>* Upload pictures to website of all MOACAC events.</p> <p>* Push out via email important article topics about college admissions counseling to all members.</p>	<p>development experiences to the entire MOACAC organization.</p>	
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