

## NYSACAC Vision Statement

**NYSACAC is at the forefront of providing professional development and leadership opportunities in college admission counseling.**

## NYSACAC Mission Statement

**The NYSACAC mission statement outlines our commitment to the professionals and students of New York State. NYSACAC is committed to:**

- Develop and strengthen the professional practices and networks of those who provide the information and counseling.
- Promote access, equity, and success in post-secondary education.
- Support the professionals who service the students and families in the transition to post-secondary education.
- Promote high professional standards that foster ethical and social responsibilities.

## Strategic Goals **2021-2024**

**1. Membership and Leadership: NYSACAC will demonstrate the value and benefit of NYSACAC, build pathways for leadership opportunities, and increase membership across New York State.**

- NYSACAC will strive to recruit and build a diverse executive board and membership that represents the demographics and diversity of New York State.
- NYSACAC will promote antiracist education for its leaders and members.
- NYSACAC will increase membership and engagement by recruiting and mentoring professionals from underrepresented areas of our membership.

**2. Advocacy: NYSACAC will advocate at the local, state and federal level for counseling and access to higher education on behalf of all students, including those who are underserved, underrepresented or have unique needs.**

- NYSACAC will provide relevant information and updates concerning local, state, and federal policy in the best interest of our professional responsibilities and the students we serve.
- NYSACAC will also advance the membership opportunities for advocacy regarding policy areas of interest.

**3. Access and Success: NYSACAC will continue to be a leader in promoting and ensuring access and success for all students seeking post-secondary opportunities.**

- NYSACAC will focus on educational programming to prepare our members to serve students from underrepresented populations in higher education.
- Periodically survey our membership to identify interest and opportunities for programming and professional development.

- Continue to identify and incorporate all methods of technology to provide additional access points to our membership for professional development.

**4. Exposure: NYSACAC will continue to define and promote its brand, developing effective marketing and communication strategies to support our vision and mission.**

- Promote our organizational offerings to internal and external audiences through website, newsletter, email outreach and social media.
- Develop relationships with regional and statewide organizations and companies that align and/or complement our affiliate to enhance opportunities for members.
- Increase constituent's understanding of the benefit of membership to NYSACAC.

**5. Organizational Effectiveness: NYSACAC will maintain fiduciary responsibility while identifying strategic ways to advance our vision and mission.**

- Strive to present and approve an annual balanced budget.
- Continuously seek out new revenue streams, including grant opportunities, that appropriately align with our mission and vision.
- Update Policies and Procedures as needed
- Promote data transparency and utilize organizational data to make informed decisions and to pursue grant opportunities.