

**STRATEGIC  
COMMITMENTS  
2018-2021**



**JUNE 2018**

# VISION+ MISSION STATEMENT

## **NYSACAC Vision Statement**

NYSACAC is at the forefront of creating leadership and professional development opportunities in college admission counseling. Our association provides members with resources and tools to assist in working with students and families.

## **NYSACAC Mission Statement**

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

- Service the students and families in the transition to post-secondary education.
- Develop, strengthen and support the professionalism of those who provide the information and counseling.
- Promote access and equity in post-secondary education.
- Provide leadership through participation in the development of NACAC policies and practices.
- Promote high professional standards that foster ethical and social responsibilities.

# ACCESS+ 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.
- Bi-Annually assess 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.

# 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, in collaboration with NACAC, 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.

# 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 media releases, website, newsletter, email outreach and social media.
- Develop relationships with regional and statewide organizations and companies that align and/or compliment our affiliate to enhance opportunities for members.
- Increase constituent's understanding of the benefit of membership to NYSACAC.

# ORGANIZATIONAL EFFECTIVENESS

**Through NYSACAC's By-Laws, Policies and Procedures, we will strive to 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 that appropriately align with our mission and vision.
- Develop and continually update transition manuals for each NYSACAC Committee containing timelines, past communications, response plans, best practices, historical data and budget plans for informed decision making.
- Promote data transparency and utilize organizational data to make better informed decisions.

# MEMBERSHIP+ LEADERSHIP

**NYSACAC will demonstrate the value and benefit of NYSACAC and in turn, increase membership and build pathways for leadership opportunities.**

- NYSACAC will strive to recruit and build a diverse and charismatic executive board and senior leadership, which is inclusive of the demographics and diversity of our state.
- NYSACAC will be a trusted resource for standards set forth by NACAC to protect students transitioning into and within postsecondary education.
- NYSACAC will increase membership and engagement, with special attention paid to increase members in underrepresented areas of our membership.



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