



MONTANA SCHOOL COUNSELOR ASSOCIATION

STRATEGIC PLAN Updated October 18, 2024

MISSION

The Montana School Counselor Association promotes professionalism and ethical practices while empowering and advocating for all school counselors.

SHARED VALUES

1. Member Services and Communication
2. Professional Development
3. Advocacy
4. Association Stability

MSCA ENDS GOALS Approved 7/24/24

The Montana School Counseling Professionals (including graduate students, practicing school counselors, and counselor educators) possess the skills and knowledge to practice intentionally and ethically. Accordingly, the association is committed to ensuring that expenditures align with its core values and ethical standards, with equal priority given to financial responsibility. By prioritizing initiatives that provide the greatest return on investment for its members, the Association operates within its financial and operational limits. The highest level of attention will be focused on the following areas:

A. School counseling professionals will be trained in school counseling practices, including:

1. The development, implementation and evaluation of comprehensive school counseling programs, as outlined in the ASCA National Model and Montana state law ([10.55.1901](#)).
2. Current ethical and professional practices and their application.
3. Current trends in school counseling and education.
4. Leadership and advocacy.

5. Culturally responsive practices.
6. Applicable legislation (state and federal).

B. Key stakeholders (including, but not limited to: school administrators, educators, policy makers, and community members) will understand the impact made by professional school counselors implementing a comprehensive school counseling program.

C. Montana School Counseling Professionals will collaborate with state agencies, leadership organizations, higher education institutions, and professional associations to achieve shared objectives for the benefit of Montana students. They will actively participate in state and national initiatives and legislation that affect the school counseling profession.

STRATEGIC PLAN

The Strategic Plan is:

1. Informed by the MSCA Ends Goals, MSCA Membership Survey responses, MSCA member communication, current local and national trends and issues regarding the profession of school counseling, and the current status and context of the Association as an organization.
2. Developed by the MSCA Board and Executive Director.
3. Reviewed and updated annually by the MSCA Board and Executive Director.

2025 Objectives:

Goal Area #1. Member Services/Communication

- Facilitate communication among school counselors at all levels in the state of MT
 - Publish five e-news per school year in collaboration with ASCA
 - Publish one Homegrown e-news per school year
 - Send Board Chair emails AT LEAST once per month with important announcements and resources relevant to MT school counselors
 - Post relevant and informative social media posts at least once per week
 - Host outreach opportunities for membership
 - Hold bi-annual membership meetings
 - Increase membership benefits
 - Membership survey
- Recognize outstanding MT school counselors, advocates and graduate students
 - Member Spotlight
 - MSCA Member Spotlight will highlight the work of at least 8 MSCA Professional Members during the school year, including School Counselor of the year and Advocate of the Year
 - School Counselor of the Year
 - Organize and award one MSCA member as MT School Counselor of the Year. This person will also be nominated as the national ASCA School Counselor of the Year.
 - Increase association announcements and information on website

- Archived board chair updates available on website
 - Post strategic plan and member survey results
- Advocate of the Year
 - Organize and award one partner and/or stakeholder as MT Advocate of the Year
 - Create an Emerging Leaders Program
- Recruit and retain MSCA members
 - Currently MSCA's membership is at 269 members. Goal: increase to 300 members by Fall 2025.
 - List of member benefits to put on website and marketing
 - Create targeted marketing campaigns in areas with low membership

Goal Area #2. Professional Development

- Maintain current PD offerings
 - MSCA Spring Conference
 - Partner with University/college to offer PD for College Credit
 - School counselor track at MFPE Educators' Conference
- Additional PD offerings to develop
 - Host outreach opportunities for membership
 - Hold book studies in conjunction with college/university for credit to increase opportunities and bring in revenue
- Maintain updated list of relevant PD offerings on website
- Provide webinars on topics based on member surveys

Goal Area #3. Advocacy

- Maintain current and develop new relationships with stakeholders in:
 - Governor's Office, OPI, MCEL/SAM, MFPE, MT Board of Public Ed., MPSEOC, MT Counselor Education programs, MCAN, MT School Board Administration and other MT organizations that share common goals.
- Develop plan and protocols for advocating during the legislative year including a school counselor trip to the Hill if possible
 - Legislative process and etiquette for advocating
 - Bills that pertain to school counselors and youth mental health

Goal Area #4. Association Stability

- Financial development
 - Budget and QuickBooks integration
 - Sponsors and advertisers
 - Maintain consistent stream of funding
 - Grants
 - Research possible grant opportunities and apply

- Structure
 - Utilize shared Google Drive for all MSCA-related documents
 - Formalize Executive Director procedures manual
 - Further define Board of Directors, Committee and Executive Director roles and responsibilities (Terms of Reference)