

MASCA STRATEGIC OBJECTIVES AND ACTIVITIES

OBJECTIVE #1: ADVOCACY

Position MASCA as a recognized, valuable and respected voice at local, state, and regional levels by building the awareness of the importance and impact of the work and role of the school counselor.

Activity	Responsible	Fiscal Year		
		FY21	FY22	FY23
1A – Promote the role and title of school counselor.	Governing Board/ED	X	X	X
1B – Maintain an accurate list of state legislators that are representative of where MASCA members work and/or live.	GRAC	X	X	X
1C – Endorse policies or legislation that support school counseling or relevant to the school counseling field.	GRAC	X	X	X
1D – Facilitate annual Day on the Hill event.	GRAC	X	X	X
1E – Publish and promote the research of annual grant recipients.	Research & Evaluation	X	X	X
1F – Provide ongoing professional development on advocacy, including at the annual MASCA conference.	GRAC/ Conference/ PD	X	X	X
1G – Utilize social media to increase awareness of advocacy activities.	Social Media Liaison	X	X	X
1H - Select School Counselor of the Year, publicize awards presentation and promote in media outlets across the state	Professional Recognition, ED	X	X	X
1I - Advocate for improved licensing pathways and integration of counseling staff at all levels of education.	Research & Evaluation	X	X	
1J – Introduce pertinent legislation related to school counselors and the school counseling field.	GRAC	X		X

1K - Create a MASCA social media policy that outlines the publication of MASCA events.	Social Media Liaison/ Technology	X		
1L - Create an Advocacy Toolkit for members.	GRAC		X	
1M – Develop marketing material re: why school counselors are important as well as membership is important.	Member Services		X	
1N - Promote adoption of MA Model 3.0 in each school district in the state.	ED, MA Model			X
1O - Promote program evaluations and research of counseling practices impact on student success (attendance, reduced drop out, narrowing achievement gap, discipline, completion, etc.)	Research & Evaluation			X

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OBJECTIVE #2: EQUITY

Position MASCA as a leading organization in dismantling racist and/or oppressive policies and practices while emphasizing the need for diversity and inclusion in school counseling personnel and programming.

Activity	Responsible	Fiscal Year		
		FY21	FY22	FY23
2A - Incorporate student voice into IDEA committee and MASCA in general.	IDEA	X	X	X
2B - Create and/or organize IDEA lessons and resources to share with MASCA members and affiliates.	IDEA	X	X	X
2C – Increase the voice and foster authentic conversations of all MASCA members and non-member school counselors, including those from underrepresented populations.	ED, Grad Student Liaisons	X	X	X
2D - Provide equity training for Governing Board and members.	ED, IDEA	X	X	X
2E - Design and/or deliver IDEA Professional Development for MASCA.	IDEA	X	X	X
2F – Review MASCA Bylaws and Policies & Procedures Manual with equity lens to identify/name barriers that may hinder equity and access.	Nominations & Bylaws, IDEA	X		
2G - Provide equity strand as part of the Conference breakout sessions.	Conference, IDEA	X		
2H – Provide support to school counselors on how to identify inequities and provide school counseling interventions to address gaps within the school system.	IDEA		X	X

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OBJECTIVE #3: MEMBERSHIP

Grow MASCA membership by retaining current and recruiting new members, with a commitment to cultivate a more diverse membership.

Activity	Responsible	Fiscal Year		
		FY21	FY22	FY23
3A – Survey lapsed members and obtain data on choice to not renew membership.	Member Services	X	X	X
3B - Create and distribute Counselor’s Notebook newsletter to members and non-members	CN Editor	X	X	X
3C - Support creation and expansion of the SIG program	Executive Director	X	X	X
3D – Review Wild Apricot, DESE, recent membership survey data, and school counselor directory and devise a recruitment plan to represent all membership types of MASCA in particular diverse districts.	Member Services/ Emerging Leader Liaison	X	X	
3E – Establish yearly membership goals re: retention, growth rate of new members, overall members to increase	Member Services/ ED	X		
3F – Promote district membership discount.	Member Services		X	
3G – Offer individual membership incentives.	Member Services/PD		X	
3H – Develop marketing material re: why MASCA membership is important	Member Services		X	
3I – Collect data to determine current membership needs	Member Services/Technology		X	

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OBJECTIVE #4: PROFESSIONAL DEVELOPMENT

Create, provide and/or promote relevant, high-quality, accessible, and timely professional development to meet the needs of our members and support the implementation of comprehensive school counseling programs.

Activity	Responsible	Fiscal Year		
		FY21	FY22	FY23
4A – Develop an annual PD calendar for members.	PD	X	X	X
4B - Partner with MASCA standing committees to support PD initiatives.	PD	X	X	X
4C – Market Professional Development to policy makers, administrators, or non-members.	PD	X	X	X
4D – Offer professional development opportunities in multiple formats at multiple times to increase accessibility and attendance.	PD/Conference/Tech nology	X	X	X
4E - Inform and educate school counselors about standards-based, data-driven school counseling programs aligned with current MA and ASCA Models for Comprehensive School Counseling Programs.	MA Model, PD	X	X	X
4F – Survey membership to determine PD needs.	PD	X		
4G - Create a Counseling Director administrative certificate program	ED, PD Chair	X		
4H - Explore option of developing an Ethics Committee/Liaison	ED, Board Chair	X		
4I - Create a formal mentoring program for all new school counselors	ED, PD		X	
4J - Provide Policy Governance training and implement Board governance	ED, Governing Board		X	
4K - Explore the possibility of offering CEU's as part of our PD programs	ED, PD Chair			X

4L - Create School Counselor Summer Leadership Academy	ED, PD			X
4M - Provide workshops and implement school/district based evaluation programs	Research & Evaluation			X