MASCA Executive Director 2019-20 Entry Plan

Dear school counseling colleagues –

I am thrilled to have been appointed the new Executive Director of MASCA. As a 26 year school counselor and MASCA member, I am excited to have the opportunity to help lead this great organization. Having been a school counseling leader at the local, state, regional and national levels now for more than 15 years, I have numerous ideas and recommendations about how to provide more opportunities and benefits to our members which will ultimately benefit our students and their families.

Below is my Entry Plan, a list of 21 ideas that I presented to the Board when I was hired; 21 ideas and activities that I would seek to accomplish in the coming year. I look forward to working with you in helping to achieve them. If you want to become more involved with MASCA or help to achieve any of these items, please let me know at bardwellr@monsonschools.com. Also feel free to check out the [HOW TO GET INVOVED](https://masca.wildapricot.org/How-to-Get-Involved) page on the MASCA website for more information about joining a committee.

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| **Action Item** | **Accomplished** | **Status Update** |
| **By August 30, 2019** |
| Meet with the retiring Executive Director to learn the duties of the position and current operation of the organization | √ | Met with Donna Brown on June 25 and exchange emails/texts when necessary |
| Conduct individual listening session via phone or video conference with each Governing Board member (10), appointed position (3) and Committee Chair (11) | √ | Met or had conference call with all Board members. Will present a summary of my findings to the Board at the October 10 meeting |
| In consultation with the President, secure meeting locations for the 2019-20 Governing Board and/or Executive Council  | √ | All five meeting dates have been locked in. Three of the five locations have been confirmed. |
| Meet with Executive Directors/leaders/ liaisons of MASCA’s sister organizations and partnering agencies | Ongoing | I have identified 10 organizations to meet with. MBAE happened on June 19. Scheduled NEACAC, MA DOE and MASMHC for August. Others will be set up for the fall. |
| Ensure that the content of the MASCA website is updated and current | Ongoing | Have made some immediate changes. Other changes in process. |
| Assist the President in planning the annual summer MASCA LDI | √ | Helped secure the special guest speaker and will provide the LDI orientation via You Tube. |
| Attend and fully participate in the ASCA LDI & Conference in Boston in June | √ | Had time to meet with many board members and other key stakeholders. Also attended the MASCA Social where 35 people attended. |
| **By December 31, 2019** |
| Work with the membership coordinator and committee to conduct a thorough audit of the membership |  |  |
| Support the planning and implementation of the October 25 & 26 ASCA North Atlantic Region (NAR) Leadership Conference |  | Will attend NAR in Bloomfield NJ. Helping to coordinate the MASCA delegation |
| Partner with MSSA, DESE, DHE, NEACAC and/or MEFA to provide at least two free high quality professional development for programs members and school counselors |  | In cooperation with MSAA, a New Counselor Bootcamp is scheduled for October 3 at Pine Manor College. Others to be scheduled. |
| Partner with at least two MASCA affiliates to co-sponsor school counseling related workshops/programs across the state and throughout the school year |  | Organizing a full day technology workshop with WMCA and collaborating with the MASCA Technology Committee for fall 2019. Hoping to set up a second one as well. |
| Work with organizations like the MTA or AFT-MA to provide additional member benefits to MASCA members as an incentive to join |  | Meeting scheduled for late August with MTA former officer and school counselor to plan strategy moving forward. |
| Organize a new counselor (those with less than two years of experience) full day training in the fall |  | In cooperation with MSAA, a New Counselor Bootcamp is scheduled for October 3 at Pine Manor College.  |
| Coordinate advocacy efforts with sister organizations like MTA and NEACAC to ensure the MASCA voice is heard at the State House and in other decision making venues |  | Meeting with NEACAC and MTA leaders are planned |
| **By June 30, 2020** |
| Visit each of the 17 affiliates to ensure a connection with MASCA and share MASCA updates and benefits of membership |  |  |
| In coordination with the school administration, present the MASCA School Counselor of the Year at an assembly at the recipient’s school |  |  |
| With support of the membership coordinator and membership committee, conduct a membership survey/needs assessment to determine needs and goals of our members |  |  |
| Organize an ASCA RAMP training in conjunction with the MASCA annual conference or other professional development opportunity |  |  |
| Meet in person or via teleconference with each of the 11 Committees to understand their needs and what support they need to accomplish their goals |  |  |
| Develop and implement a plan to ensure that MASCA is able to present at each of the 15 graduate preparation programs |  |  |
| Create a plan to attend and present breakout sessions at MASS and MSAA conferences to ensure the school counselor voice is shared with administrators across the state |  |  |