**NCDA Vision 2020 / Goals 2016**

**Mission:** NCDA provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals

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| **Vision 2020** | **Goals by September 2016** |
| The premier career development organization   * Research * Professional development * The source of innovation and inspiration with regard to career development * Integrate different career development associations * Legislation |  |
| Increased value of membership   * 10,000 members   + Increased diversity   + Increased business and corporate membership   + Integrated international affiliation plan   + Increase the membership of graduate students   + Develop strategies to engage them   + Develop a handout to be distributed to counselor educators   + All 50 States have CDA and active   + Mandatory state membership * $5M budget | Increased value of membership   * 5,000 members * 3 additional state CDAs * development and utilization of goals for diversity * develop a handout to be distributed to counselor educators   + update the website and Facebook page for NCDA graduate students and new professionals |
| Maintain and strengthen a vibrant organization   * Committees / Task Forces * Counselor Educator Academy * Leadership Academy * HQs * Board * Constituency groups | Maintain and strengthen a vibrant organization   * Involve LA alumni in creating the LA Development Committee and implementing the plan * Constituency groups   + Use of e-bulletin   + Increased communication with / within constituency groups * Review of the governance of NCDA including by-laws (by June 1), board positions, and structure * Accomplish remaining items under "Better utilization of committees" in the past year's long-term plan * Semi-annual communications with committees * Utilize Webex for online meetings including the regular Board conference calls |
| Professional development   * Make constituency groups vibrant and growing   + Collaboration and respect within and across NCDA * Increase the number of webinar offerings and participation * Increase participation to NCDA training programs (e.g., CDF, PDI, etc.)   + CDF AC, supervision training * Provide refresher courses for CDFIs and CDF Master Trainers * Increase the number of participants for CPIs and the annual conferences | Professional development   * Increase the number of webinar offerings and participation   + constituency group's role in this will be determined soon * Increase the number of participants for the CPI and the annual conference   + New Orleans: 150   + Chicago: 1500 * Finalize and implement the structure of the constituency model * Release of the new CDF curriculum * Offer the supervision training program * Offer the counseling academy program * Increased use of the conference app and evaluation and better utilization of the conference / training evaluation   + Make a decision regarding TQT   + Promote the culture of evaluation |
| Advocacy   * Purposeful and consistent collaborations with external entities with at least 10 additional outside organizations * Strong voice on Capitol Hill   + Politicians seek out advice from NCDA   + Co-author career related legislations * Educate educators and practitioners to recognize the need of career development and utilize career services   + Create a purposeful and consistent marketing plan   + Have a marketing arm in NCDA | Advocacy   * Assess and address the need to add a staff and/or board member * Purposeful and consistent collaborations with external entities   + Global Pathways Meeting     - Participate in the Feb or March meeting     - Hold one in Chicago |
| Research/Publications   * Receiving funding from federal and corporate entities * Continue to align CDQ, Career Development, and Career Convergence to the mission of NCDA * Publicize high quality research outcomes * Effective utilization of the 2nd Century Fund * Creation of a research clearing house   + involve graduate students   + return on investment   + legislation / public policy on career development   + best practices and resources | Research/Publications   * Effective utilization of the 2nd Century Fund   + Define and approve NCDA research funding   + Develop competency models for three targets * Establish a research clearing house utilizing the research committee |
| Standards   * Well established professional standards | Standards   * Establish a plan for member education and certification * communicate the plan and invite feedback from the general membership |