



# STRATEGIC PLAN

## GPACAC MISSION STATEMENT:

GPACAC supports college admission and counseling professionals through advocacy, education, and ethical practices with the goal of access for all students as they pursue post-secondary education.

## GPACAC VISION STATEMENT:

GPACAC strives to create an inclusive community of professionals who provide ethical guidance as we collectively support students as they realize their full potential.



### Membership & Engagement

#### Goal Statement

As a member-centered organization, GPACAC seeks to build a diverse and active community representative of all three member states that engages all membership categories and creates a supportive network of professionals.

#### Strategies:

- Identify membership gaps and create targeted communication to increase engagement and representation from all member categories within of the three-state affiliate.
- Provide intentional opportunities throughout the year for members to build professional networks, and provide opportunities for active engagement through diverse programming.
- Strategically communicate with institutional leadership about GPACAC to raise awareness and encourage active membership within the organization.
- Partner with other professional organizations in our three-state area that align with our mission and vision in order to maximize the impact we are having on students and our members.



### Professional Development

#### Goal Statement

GPACAC will provide inclusive, comprehensive developmental opportunities to foster professional growth for all members, contributing to both individual and institutional success.

#### Strategies:

- Provide programming opportunities that are accessible to members regardless of professional role, geographic location, institutional support, or financial limitations.
- Update and promote an online database of accessible resources and professional development opportunities.
- Provide programming that addresses skill development and awareness of changes to college admission counseling based on membership needs and personal, professional growth.
- Provide opportunities for programs and training aimed at different career stages, growing one's professional network and overall leadership development.



### Advocacy

#### Goal Statement

GPACAC aims to engage members in advocacy work at the state and local levels to affect positive change for our students and profession.

#### Strategies:

- Provide education and communication to members about the legislation and industry regulation that impacts our work.
- Actively engage members in providing feedback to policy makers and government officials on the barriers that students and counselors encounter.
- Cultivate relationships with community partners to address the needs of students and members.
- Elevate GPACAC's role in higher education conversations by sharing information to and from local, regional and national college access partners.



### Legacy & Sustainability

#### Goal Statement

GPACAC is committed to the long-term sustainability of the organization through developing diverse, talented leaders who will serve at the affiliate and national level. We will operate in a way that maintains fiscal responsibility and seeks to develop long-term financial stability while reinvesting in our membership and its goals.

#### Strategies:

- The treasurers team in conjunction with the Finance Committee will maintain short and long-term financial planning efforts to maintain financial stability.
- The Executive Leadership Team will set clear expectations for board members and volunteers that center around our Mission and Vision Statements.
- The Executive Board will actively engage volunteers and celebrate their accomplishments.
- The Executive Leadership Team will engage past and current leaders within the affiliate for guidance on maintaining a leadership pipeline.