



Mission | What We Do

North Dakota Counseling Association will provide quality professional development opportunities, facilitate networking, advocate for the counseling profession, and promote leadership activities and encourage active involvement in the organization.

Vision | Our Impact

We envision the thriving of all counselors by supporting their personal and professional growth.

This document outlines the North Dakota Counseling Association’s plan to address issues of critical and strategic importance over the next year. In addition to our essential ongoing work, we will prioritize initiatives and dedicate resources and attention to addressing these issues and achieving outcomes identified below.

2024-2025 Strategic Drivers			
Professional Development	Networking	Advocacy	Leadership and Active Involvement
Initiatives	Initiatives	Initiatives	Initiative
1.1 Providing an annual conference to meet the learning needs of our diverse members 1.2 Provide additional quality learning opportunities for our members throughout the year 1.3 Members’ professional development needs will be identified through an annual membership survey	2.1 Facilitate opportunities for members to exchange information and/or develop professional contacts 2.1 Enhancing the mentorship program, supporting new professionals in the association 2.3 Members’ networking needs will be identified through an annual membership survey	3.1 Taking action to promote the counseling profession 3.2 Members’ advocacy needs will be identified through an annual membership survey	4.1 Developing clear policies and procedures for the executive board 4.2 Developing clear roles and responsibilities for the executive and governing board 4.3 Encouraging new leaders in the association 4.4 Providing ways for members to meaningfully engage in the association 4.4 Members’ leadership and engagement needs will be identified through an annual membership survey 4.5 Recognize leaders within the state and organization through association awards

	Initiatives	Outcomes
Professional Development	1.1 Providing an annual conference to meet the learning needs of our diverse members	1.1.1 Annual conference attendance will increase annually, exact numbers to be determined by conference committee 1.1. 2 Annual conference sessions will meet the needs of NDCA’S diverse consumers, as identified by the annual membership survey
	1.2 Provide additional quality learning opportunities for our member throughout the year	1.2.1 Additional learning opportunities will be available quarterly throughout the year
	1.3 Members’ professional development needs will be identified through annual membership survey	1.3.1 Data from the annual membership survey will be reviewed annually and used to drive professional development
Networking	2.1 Facilitate opportunities for members to exchange information and/or develop professional contacts	2.1.1 Members who attend the annual conference will report meeting at least one new counseling professional
	2.2 Enhance the mentorship program, supporting new professionals in the association	2.2.1 Outcome goal to be determined based on work/ideas of this committee
	2.3 Members’ networking needs will be identified through annual membership survey	2.3.1 Data from the annual membership survey will be reviewed annually and used to develop networking opportunities
Advocacy	3.1 Taking action to promote the counseling profession	3.1.1 Outcome goal to be determined based on work/ideas of this committee
	3.2 Members’ advocacy needs will be identified through annual membership survey	3.2.1 Data from the annual membership survey will be reviewed annually and used to identify advocacy work
Leadership and Active Involvement	4.1 Developing clear policies and procedures for the executive board and governing board	4.1.1 An executive board handbook will be developed, including important onboarding procedures for new board members

		4.1.2 Roles and responsibilities of the governing board will be identified
	4.2 Encouraging new leaders in the association	4.2.1 A session will be held at the annual conference to inform members of leadership opportunities
	4.3 Providing ways for members to meaningfully engage in the association	<p>4.3.1 NDCA’S Standing Committees and their responsibilities will be listed on the NDCA website, including contact information for the Committee Chair</p> <p>4.3.2 NDCA’S Standing Committees and their responsibilities will be listed in each edition of the FOCUS Newsletter, including contact information for the Committee Chair</p> <p>4.3.3 Conference presenters will increase annually, exact numbers to be determined by the conference committee</p>
	4.4 Members’ leadership and engagement needs will be identified through annual membership survey	4.4.1 Data from the annual membership survey will be reviewed annually and used to drive leadership and engagement opportunities
	4.5 Recognize leaders within the state and organization through association awards	4.5.1 Association awards nominations will increase annually, exact numbers to be determined by the conference committee