

2022-2027 ACA Strategic Plan – | Adopted November 18, 2021



Vision | Our Impact: Every person has access to quality professional counseling to thrive

Mission | What We Do: Promote the professional development of counselors, advocate for the profession, and ensure ethical, culturally-inclusive practices that protect those using counseling services

Strategic Drivers		
Social Advocacy	Practice Support	Professional Advocacy
Dismantling systems of oppression and advocating for representation, inclusion, equity, and justice within policies, practices, and organizations for counselors, clients, and communities.	Providing counselors with research-informed, ethically and culturally sound resources needed to support their counseling services.	Leading efforts to increase credibility and recognition of professional counselors with the media, public and private policymakers, and consumers as highly qualified practitioners of counseling services and experts in mental health-related issues.
Initiatives	Initiatives	Initiatives
<p>1.1 Engaging in proactive leadership demonstrated by advocating for initiatives that reduce the oppressions and barriers faced by clients, students, counselors, and communities.</p> <p>1.2 Advocating for funding initiatives that reduce and eliminate systemic barriers to clients’ and communities’ wellness.</p> <p>1.3 Training and supporting counselors to advocate for laws, policies, and practices that promote wellness, mental liberation, equity, empowerment, and justice at the local (e.g., school, community) and broader (e.g., state, national, global) levels.</p> <p>1.4 Partnering with advocacy organizations that address issues of wellness, equity, anti-oppression, liberation, and justice to co-advocate and provide resources to counselors and clients.</p> <p>1.5 Developing and disseminating position statements and associated commitments to on issues of wellness, equity, justice, liberation, anti-racism, and anti-oppression.</p> <p>1.6 Promoting equity, justice, anti-racism, and anti-oppression within organizations that serve counselors through critical examination of policies and practices and advocacy.</p> <p>1.7 Developing and engaging community-based leadership models to facilitate leadership and</p>	<p>2.1 Disseminating user-friendly resources that are developed internally and externally in the creation of programs, products, and services that support successful counseling services and research.</p> <p>2.2 Providing evidence-informed tools and techniques that support effective counseling services and research.</p> <p>2.3 Integrating the most recent technological advances into ACA programs, products, and services that support successful counseling services and research.</p> <p>2.4 Creating a counseling community that facilitates collaborations leading to exemplary practices and research.</p> <p>2.5 Providing counselors with research-informed, ethically and culturally sound resources needed to support their counseling services.</p> <p>2.6 Promoting counselors as consumers and producers of research in practice settings.</p> <p>2.7 Developing systems and resources to promote counselor self-care and wellness and mitigate job stress and potential burnout.</p> <p>2.8 Developing systems of support for counselors during times of community disasters or mass mental health events (e.g., hurricane, fires, mass shootings) within the counselor’s community.</p>	<p>3.1 Working to advance and ensure that licensed professional counselors have seamless portability of their licenses when moving to other states, practicing across state lines, and engaging in tele-counseling.</p> <p>3.2 Working to ensure equitable, consistent, and adequate compensation and reimbursement for appropriately educated, trained, and credentialed and licensed counselors in all practice settings including digital platforms.</p> <p>3.3 Working to ensure equitable, consistent, and adequate compensation and reimbursement for counselors in training and pre-licensed and pre-credentialed counselors, including removing barriers that discourage compensation for services. [Replaced 3.7 Ensuring paid internships for counseling students.]</p> <p>3.4 Building a diverse, inclusive, educated, competent, and engaged pipeline of professional counselors trained by accredited counselor education programs, serving well into the 21st century.</p> <p>3.5 Raising awareness among the public and consumers with a unified voice as professional counselors about the training of professional counselors and the high quality of services they provide.</p>

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<p>policy-making driven by the communities that are impacted.</p> <p>1.8 Engaging in ongoing, critically reflective assessment and redress of the ways in which the counseling profession and its constituent organizations have perpetuated and reinforced various forms of oppression within our organization and profession.</p> <p>1.9 Engaging in approaches to decolonize theory, research, and practice by addressing systemic inequalities that impact communities around the globe.</p> <p>1.10 Promoting global advocacy to think deeply and critically about what is equitable worldwide and impacting our environments.</p> <p>1.11 Being accomplices for identifying the ways in which oppression functions in all aspects of our profession and communities, dismantling systems of oppression, and supporting liberatory practices in collaboration with communities, clients, and counselors.</p>	<p>2.9 Supporting counseling in providing quality services that attend to sociocultural and sociopolitical factors and contexts. [Formerly 1.1 and revised by Social Advocacy Work Group]</p>	<p>3.6 Increasing recognition by the media, public and private policy entities, and the public as the voice of the counseling profession.</p> <p>3.7 Generating research that is diverse, discoverable, accessible, and usable by the media, public and private policy entities, and the public.</p>
<p>Organizational Excellence</p> <p>Critical functions that require 95% of current resources (staff time, budget)</p>	<ul style="list-style-type: none"> • Business Operations (risk management, facilities management, finance, accounting, HR, IT) • Money (business development, product management and sales, revenues and fees, budgeting/accounting, external economic forces, fundraising) • Governance (development/evaluation, planning, board of directors) • Member Engagement (volunteer engagement, Division/Branch relations) • Customer Services (event planning, professional development, continuing education, publishing) • Outreach (alliances/partnerships, marketing and communications, public policy, ethical and professional standards, government relations, public relations, support and evidence-based research) 	