



# STRATEGIC PLAN 2020-2025

**Our Mission:** WACAC supports and advances the work of counseling and enrollment professionals from California and Nevada as they help all students realize their full potential, with emphasis on freshman and transfer transitions to higher education and attention to access and equity for all students.

## ENGAGE

- ✓ Support, affirm, and empower all members
- ✓ Effectively articulate the value of membership
- ✓ Broaden membership and programming for CBOs, community colleges, Nevada residents, public school counselors, and rural populations
- ✓ Improve and expand communication with members across platforms
- ✓ Expand formats and modes of delivery for learning
- ✓ Elevate cultural competency of all members to effectively serve diverse populations

## INFLUENCE

- ✓ Hold a leadership role in the regional and national college admission conversation
- ✓ Model inclusion, diversity, equity and access through organizational leadership, fiscal policy, and programming
- ✓ Strengthen legislative advocacy efforts in California and Nevada
- ✓ Educate on professional ethics and standards in college admission
- ✓ Strengthen and leverage strategic relationships with partner organizations

## EVOLVE

- ✓ Manage fiduciary risks and diversify revenue streams
- ✓ Expand programming and financial resources that support underserved student and professional populations
- ✓ Review and strengthen inclusion, diversity, equity and access initiatives in all aspects of the organization
- ✓ Cultivate and support a diverse group of future leaders within WACAC
- ✓ Use technology effectively, efficiently, and economically
- ✓ Review and expand administrative framework