

**2015-16**

**IMPLEMENTATION PLAN**

**&**

**TARGET TIMELINE**

***For OACAC’s Strategic Plan***

**September 2015**

(approved by OACAC Executive Board on 9/30/15)

***The following plan and timeline serve as the guiding document***

***for accomplishing the goals of the OACAC Strategic Plan.***

***They are a vital and dynamic supplement to the Strategic Plan***

***as they provide deliberate approaches for the association***

***to achieve its intended goals in support of its strategy.***

**Communication and Visibility**

1. **Comprehensive and Strategic Communication Plan:**

**Suggested Tactical Plan:**

1. Print edition of the newsletter three times annually
2. New member spotlights in print, electronic newsletter and website
3. Life member spotlights in print, electronic newsletter and website
4. Welcome packet for new members of OACAC
5. Strategic timeline to launch event dates, registration, calls for proposals, etc.
6. Comprehensive social media strategy
7. Legislative and policy updates by the Ohio Department of Higher Education, Ohio Board of Regents, NACAC and other sources as relevant to the membership
8. Blogs by the presidential team and/or other key committee chairs/members
9. News from the higher education industry on the website and in publications
10. Emerging admission professionals newsletter or highlights
11. Jack Scott and Jeanne Talley Award winner spotlights in Articulation program booklet

**Key Element Goals and Timeline**

**October 2015:** 1-4

**January 2015:** 5-8

**August 2016:** 9-11

1. **Strengthen Brand Components through consistent use of OACAC Logo:**

**Suggested Tactical Plan:**

1. Color guideline for logo use
2. Graphic standard and identity
3. Consistent use on all publications, events, t-shirts, letterhead, signage, advertising, PowerPoint

**Key Element Goals and Timeline**

**September 2015:** 1-3

**Ongoing usage:** 3

**Professional Development and Networking**

1. **Professional Development Committee**

**Suggested Tactical Plan:**

1. Identify co-chairs who represent both the high school and college side of the profession
2. Represent all regions of the state including, but not limited to NW, NE, SW, SE and Central Ohio
3. Comprised of experienced professionals from institutions of higher education (IHE), high school counselors, access advisors and related educational organizations
4. Identify the current needs and concerns of counselors throughout Ohio

**Key Element Goals and Timeline**

**Immediate:** 1-3

1. **Innovative Opportunities:**

**Suggested Tactical Plan:**

1. Present at All Ohio Counselor Conference and Ohio ACT Conference utilizing the experience of executive board members
2. Annually host a social event at the All Ohio Counselor Conference
3. Annually sponsor a social event at Ohio ACT Conference
4. Identify a strong core of experienced professionals to utilize in conducting workshops, webinars and sessions for events throughout the state
5. Offer a set of webinars around trends and/or identified needs in college counseling

**Key Element Goals and Timeline**

**November 2015:** 1-2 (sustain)

**January 2016:** 3-4 (sustain)

**May 2016:** 5

1. **Informal Social Opportunities:**

**Suggested Tactical Plan:**

1. Identify “key” influencers who will draw people to the events.
2. At existing events coordinated by counselor groups in specific regions, offer to sponsor appetizers and provide OACAC information. Have OACAC members at the events.
3. Plan and organize a social event at the All Ohio Counselor Conference (professional conference for school counselors)
4. Market and communicate the events extensively and include as a part of the strategic communication plan
5. Host at desirable and convenient locations across the state
6. Provide OACAC information at the events in an informal and indirect capacity

**Key Element Goals and Timeline**

**November 2015:** 1-4

**April and May 2016:** 5-6

1. **Annual Conference:**

**Suggested Tactical Plan:**

1. Develop an entirely new, innovative strategy including new planning timeline, presenter outreach, marketing, committee, etc.
2. Choose a new, central location that will attract high school counselors, college representatives and exhibitors and determine a consistent date that avoids major holidays and spring breaks of high school districts.
3. Host a revived OACAC Annual Conference
4. Explore the feasibility of a Midwest Conference in Indianapolis w/ IL, IN, OH, MI, KY, MO
5. Set a date for Midwest Super Conference, if OACAC decides to participate
6. Host a Midwest 2020 Conference in 2020 as well as Guiding the Way to Inclusion

**Key Element Goals and Timeline**

**October 2016:** 1 & 5

**November 2016:** 2

**April/May 2017:** 3

**June 2017:** 4

**May 2020:** 6

1. **Articulation:**

**Suggested Tactical Plan:**

1. Engage community group as suggested under membership section
2. Create a new program booklet with advertisement and universal use at ALL sites
3. Publish information from each articulation on the website making it easier to find and utilize the information from the program sessions.
4. Identify strategic locations across the state including Southeast Ohio
5. Establish strong partnerships with presenting groups and organizations
6. Set reasonable registration fee for obtaining a wealth of information
7. Annually recruit new presenters and not rely on the same professionals each year.
8. Continue to offer grant funding for those individuals who do not have the financial resources to attend

**Element Goals and Timeline**

**Immediate:** 1

**August 2015:** 2-3

**September 2016:** 4

**Ongoing:** 5-7

1. **Grant Funding:**

**Suggested Tactical Plan:**

1. Member benefit
2. Utilized for those who have not had the opportunity to experience local, regional or national opportunities
3. Offset costs, not cover all costs
4. Identify new profit streams to continue offering grant funding to our membership
5. Annually, offer $10,000 of grant, if possible, to support professional development and innovative programs and to encourage creative thought and strategic approach

**Key Element Goals and Timeline**

**Ongoing:** 1-3

**July 2016:** 4

**July 2018:** 5

**Membership**

1. **Enhance Member Benefits:**

**Suggested Tactical Plan:**

1. Continue grant opportunities for members only
2. Outline benefits to membership via the main webpage
3. Create a professional print publication listing membership benefits to distribute at OSCA and other informal social events
4. Market scholarship opportunities for students of member high schools
5. Send “did you know we were not able to consider” letters to high schools whose scholarship applicants we turned down due to their non-membership in OACAC
6. Identify and promote OACAC’s leadership development
7. Create an automatic renewal process on the website for membership payment
8. Explore the involvement and engage community groups (i.e., YMCA, Boys and Girls Club, youth ministry and other non-profits)
9. Increase membership to 1500 members with a specific focus on engaging and increasing school counselors over the course of the strategic plan

**Key Element Goals and Timeline**

**Ongoing:** 1

**September 2015:** 2

**November 2015:** 3-4

**June 2016:** 6-7

**January 2017:** 8

**June 2019:** 9

1. **Proactively Recruit New Professionals from the High Schools, Access Organizations and Community Groups:**

**Suggested Tactical Plan:**

1. Work with school districts throughout the State of Ohio to identify new high school counselors; annually send them a short online web form that ask for the name, school, address, email, and phone number of the new professional
2. Add a refer-a-friend option to communication materials, website and events
3. Work with community groups and access organizations utilizing the same form
4. Follow-up with the new professionals via phone call and email (scripted and personalized from the president) welcoming them to the field and explaining the benefits of the organization
5. Explore the feasibility of a program dedicated to new school counselors and those working with the students throughout the college search who are not on the high school side. This could be a standalone opportunity or integrated with mentorship and Summer Institute.

**Key Element Goals and Timeline**

**Immediate:** 1-2

**July 2016:** 3

**August 2016:** 4

**January 2017:** 5

**Leadership and Mentorship**

1. **Identify and Engage New Leaders:**

**Suggested Tactical Plan:**

1. Identify “key” referrals through a network of experienced professionals and develop a strong referral program
2. Consider creating a seat(s) on the board for a(n) Emerging Admission Professional(s) that permits them to be a non-voting member, but observer and contributor to the board for one fiscal year (summer retreat through the final meeting). Identify an individual from a college/university as well as a school district, access agency or community group.
3. Explore the interest and feasibility of term limits for committee chairs and create succession plans
4. Award the inaugural OACAC EAP Award, if created
5. Create a position on the board that is a liaison to access organizations, community groups and other potential individuals who can assist in meeting the goals of the organization.
6. Direct an EAP Award winner, if designated, to coordinate an EAP Newsletter to young professionals
7. Focus on diversifying members of the board, including, but not limited to ethnic diversity, professional position, years of experience in the profession and geographic representation.

**Key Element Goals and Timeline**

**December 2015:** 1

**April 2016:** 2-5

**September 2016:** 6

**April 2017:** 7

1. **Mentorship Program:**

**Suggested Tactical Plan:**

1. Continue defining mentorship program, identify mentors and potential mentees
2. Launch program with first event in *September 2015 at Articulation events (Derek’s input)*
3. Final cohort event at Annual Conference or 2016 NACAC National Conference
4. Determine a way in integrate OACAC Middle Management Institute, if MMI is established
5. Announce first MMI cohort
6. First MMI cohort session begins at OACAC Articulation or Summer Institute
7. Attendance at NACAC MMI
8. Final seminar for inaugural MMI Cohort

**Key Element Goals and Timeline**

**August 2015:** 1

**September 2015:** 2

**September 2016:** 3

**December 2016:** 4

**May 2017:** 5

**August/September 2017:** 6-7

**April 2018:** 8

1. **Middle Management Institute:**

**Suggested Tactical Plan:**

1. Continue defining middle management institute: Identify Middle Management Committee and Chair; identify presenters and participants
2. Announce first Cohort April 2017
3. First event at Summer Institute 2017
4. Cohort attends AMMI at NACAC National Conference
5. Ongoing meetings with Cohort
6. Final cohort event at 2017 Annual Conference
7. Final seminar for inaugural MMI Cohort

**Key Element Goals and Timeline**

**August 2016 –February 2017:** 1

**April 2017:** 2

**August 2017:** 3

**September 2017:** 4

**October 2017 – March 2018:** 6

**April 2018:** 7

**Financial Plan and Stability**

1. **Create a Financial Plan:**

**Suggested Tactical Plan:**

1. Develop a finance committee and committee chair
2. Write a financial plan based on the strategic plan and best practices that includes current/immediate needs and identifies future needs

**Key Element Goals and Timeline**

**January 2016:** 1

**May 2016:** 2

1. **Prepare for the Future:**

**Suggested Tactical Plan:**

* 1. Develop additional OACAC College Fairs (5-7 total including each region of the state)
  2. Create sponsorship and advertising partners within OACAC for all events and media
  3. Complete a review audit of expenditures and revenue to ensure best practices
  4. Identify financial barriers that have current and future impact on the organization, such as competing organizations for membership
  5. Analyze the rising cost of host sites for events and programs and set a general strategy to ensure financial stability and site selection

**Key Element Goals and Timeline**

**Immediate:** 3-5

**September 2017:** 1-2

**Current Financial Statement** (year end 2014-2015)

**Checking:**

**Savings:**

**Investments:**

**Financial Projections**

**2015/16**

**Revenue:**

**Profit:**

**Grants:**

**Scholarship:** $6000

**NACAC National Conference:**

**Annual Deposit to Reserve:** $10,000

**2016/17**

**Revenue:**

**Profit:**

**Grants:**

**Scholarship:** $6000

**NACAC National Conference:**

**Annual Deposit to Reserve:** $10,000

**2017/18**

**Revenue:**

**Profit:**

**Grants:**

**Scholarship:** $6000

**NACAC National Conference:**

**Annual Deposit to Reserve:** $20,000

**2018/19**

**Revenue:**

**Profit:**

**Grants:**

**Scholarship:** $6000

**NACAC National Conference:**

**Annual Deposit to Reserve:** $20,000

**2019/20**

**Revenue:**

**Profit:**

**Grants:**

**Scholarship:** $6000

**NACAC National Conference:**

**Annual Deposit to Reserve:** $25,000