

# STRATEGIC PLAN 2018

## MISSION

*AASCB promotes regulatory excellence in the Counseling profession by providing leadership, education, and services to our Member Boards.*

## VISION

*As the national organization for counseling licensure regulatory matters, AASCB strives to achieve a world where the counseling profession is recognized as a central change agent for mental health and wellness, enabling all people to achieve wellness and reach their full potential.*

## COLLABORATION

- Engage in strategic partnerships with counseling professional associations and organizations to enhance service provision to Member Boards.
- Identify universities interested in engaging in research related to public protection, ethics, distance counseling, supervision, and encourage such research.
- Implement a committee structure that provides opportunities for volunteerism and leadership development among all members.

## COMMUNICATION

- Create, maintain, and regularly upgrade a professional and interactive website.
- Distribute information about regulatory work, occupational licensing, and the counseling profession to Member Boards, becoming a clearing house and central location for such material.
- Facilitate communication among and between counseling licensure boards.
- Represent the interests of the regulatory community as well as consumers served by licensed counselors within the counseling profession.

## INNOVATION

- Hold an annual conference that provides cutting-edge information to the states on issues critical to the regulatory process and create professional connections among Member Boards.
- Empower and inform states regarding statutory changes, board member training, and stakeholder communication strategies.
- Investigate model practice acts and other products to enhance the abilities of state boards to act upon their own missions.
- Make recommendations for statutory language related to best practices in the protection of the public, and the use of technology in the provision and delivery of counseling services issues.