**NCDA Vision 2020 / Goals 2016**

**Mission:** NCDA provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals

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| **Vision 2020** | **Goals by September 2016** |
| The premier career development organization* Research
* Professional development
* The source of innovation and inspiration with regard to career development
* Integrate different career development associations
* Legislation
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| Increased value of membership* 10,000 members
	+ Increased diversity
	+ Increased business and corporate membership
	+ Integrated international affiliation plan
	+ Increase the membership of graduate students
	+ Develop strategies to engage them
	+ Develop a handout to be distributed to counselor educators
	+ All 50 States have CDA and active
	+ Mandatory state membership
* $5M budget
 | Increased value of membership* 5,000 members
* 3 additional state CDAs
* development and utilization of goals for diversity
* develop a handout to be distributed to counselor educators
	+ update the website and Facebook page for NCDA graduate students and new professionals
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| Maintain and strengthen a vibrant organization* Committees / Task Forces
* Counselor Educator Academy
* Leadership Academy
* HQs
* Board
* Constituency groups
 | Maintain and strengthen a vibrant organization* Involve LA alumni in creating the LA Development Committee and implementing the plan
* Constituency groups
	+ Use of e-bulletin
	+ Increased communication with / within constituency groups
* Review of the governance of NCDA including by-laws (by June 1), board positions, and structure
* Accomplish remaining items under "Better utilization of committees" in the past year's long-term plan
* Semi-annual communications with committees
* Utilize Webex for online meetings including the regular Board conference calls
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| Professional development* Make constituency groups vibrant and growing
	+ Collaboration and respect within and across NCDA
* Increase the number of webinar offerings and participation
* Increase participation to NCDA training programs (e.g., CDF, PDI, etc.)
	+ CDF AC, supervision training
* Provide refresher courses for CDFIs and CDF Master Trainers
* Increase the number of participants for CPIs and the annual conferences
 | Professional development* Increase the number of webinar offerings and participation
	+ constituency group's role in this will be determined soon
* Increase the number of participants for the CPI and the annual conference
	+ New Orleans: 150
	+ Chicago: 1500
* Finalize and implement the structure of the constituency model
* Release of the new CDF curriculum
* Offer the supervision training program
* Offer the counseling academy program
* Increased use of the conference app and evaluation and better utilization of the conference / training evaluation
	+ Make a decision regarding TQT
	+ Promote the culture of evaluation
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| Advocacy* Purposeful and consistent collaborations with external entities with at least 10 additional outside organizations
* Strong voice on Capitol Hill
	+ Politicians seek out advice from NCDA
	+ Co-author career related legislations
* Educate educators and practitioners to recognize the need of career development and utilize career services
	+ Create a purposeful and consistent marketing plan
	+ Have a marketing arm in NCDA
 | Advocacy* Assess and address the need to add a staff and/or board member
* Purposeful and consistent collaborations with external entities
	+ Global Pathways Meeting
		- Participate in the Feb or March meeting
		- Hold one in Chicago
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| Research/Publications* Receiving funding from federal and corporate entities
* Continue to align CDQ, Career Development, and Career Convergence to the mission of NCDA
* Publicize high quality research outcomes
* Effective utilization of the 2nd Century Fund
* Creation of a research clearing house
	+ involve graduate students
	+ return on investment
	+ legislation / public policy on career development
	+ best practices and resources
 | Research/Publications* Effective utilization of the 2nd Century Fund
	+ Define and approve NCDA research funding
	+ Develop competency models for three targets
* Establish a research clearing house utilizing the research committee
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| Standards* Well established professional standards
 | Standards * Establish a plan for member education and certification
* communicate the plan and invite feedback from the general membership
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