

Through the stewardship of the Past Presidents Committee, the President's Council has revised PCACAC's Strategic Plan with a focus on four Anchors: Advocacy and Inclusivity, Value Added, Legacy, and Membership. These anchors support leading questions and aspirations to guide PCACAC into the future. Furthermore, the Anchors can be defined with goals that build into themes: Engaged Communication, Purposeful Opportunities and Responsive Leadership.

I. Advocacy and Inclusivity: How can PCACAC best support all members?

PCACAC is a diverse, inclusive organization that welcomes and supports members of all backgrounds. We provide professional support to members who work with students and families from all backgrounds in the college admission process.

Engaged Communication

- Develop a communication plan to connect and retain current members
- Develop a communication plan to engage with prospective members
- Provide multi-layer, broad and intentional communication targeting professionals from under-served membership areas

Purposeful Opportunities

- Provide genuine and specific professional development opportunities
- Ensure and publicize the availability of cultural fluency development at all programs
- Build on organizational networks already established while developing new connections
- Offer programs to support underserved students/families in the admissions process

Responsive Leadership

- Develop regional points of contact in committees
- Build upon Special Interest Group (SIG) work to diversify voices and grow leadership
- Ensure diversity of PCACAC leadership

II. Value Added: How can PCACAC provide and communicate its value?

PCACAC seeks to provide its membership the best professional support in the country through a mission driven community. In doing so, PCACAC will continue to offer and share an array of professional opportunities.

Engaged Communication

- Fully embrace current and developing communication capabilities to reach membership
- Develop the PCACAC brand and visibility

Purposeful Opportunities

- Enhance strong professional networking and development opportunities
- Further develop online resources for members
- Plan targeted social opportunities and professional development events representing and engaging the diversity of membership
- Update established awards and recognition programs
- Coordinate relationships with similar professional organizations

Responsive Leadership

- Continue to develop passionate leadership within a well-developed organizational structure
- Define more specific volunteer opportunities and pathways beyond committee service
- Ensure meetings and programs engage an inclusive membership

III. Legacy: How can PCACAC grow future leadership and financial stability?

Committed to the long-term sustainability of the organization, PCACAC will continue to develop a diverse and talented group of leaders who will serve on the affiliate and national level. PCACAC will operate in a fiscally responsible way while seeking to develop long-term stability.

Engaged Communication

- Identify and create more avenues for members to volunteer and contribute time, talent and resources
- Regularly and actively communicate ways to get involved and build leadership
- Organize a campaign to explain the value of making donations
- Constantly emphasize PCACAC mission, particularly to newer members

Purposeful Opportunities

- Develop a better understanding of annual costs to plan for the future
- Provide specific opportunities for donations with the rationale for them
- Develop financial goals for donations, reserves, and endowment
- Create a leadership mentorship program
- Build an endowment program to support existing and future programs

Responsive Leadership

- Provide specific micro-volunteering opportunities within committees
- Develop an Historian or ad-hoc Committee to maintain accurate history of the organization, engage past leadership and give perspective when considering changes
- Set Board expectations to include participation requirements

IV. Membership: How can PCACAC best engage and expand volunteers and membership?

As a member-organization, PCACAC's efforts seek to support the membership, a robust group of dedicated professionals encompassing Delaware, Maryland, Virginia, West Virginia and Washington, DC. Thanks to Advocacy and Inclusivity, Value Added and Legacy efforts, PCACAC will be a model affiliate in being responsive to members and representing the diversity of our membership. Thus, Engaged Communication, Purposeful Opportunities and Responsive Leadership incorporate Membership Goals.

Membership Goals

- Set growth targets for membership
- Reach out intentionally to specific populations
- Develop better membership engagement