

KYACAC Strategic Plan

June 2018-June 2021

MISSION

The Kentucky Association for College Admission Counseling (KYACAC) is an affiliate of the National Association for College Admission Counseling (NACAC). Our purpose is to ethically advocate on behalf of students and to educate and empower professionals who serve students in their achievement of post-secondary goals.

VISION

KYACAC fulfills its mission by providing services, programs, and opportunities for members so they can serve and assist students in their transition from secondary to post-secondary education. KYACAC will do this by:

- Promoting and educating students about college access (e.g. college applications, scholarship opportunities, other post-secondary options, etc.)
- Eliminating barriers for underrepresented and first generation students
- Advocating for the profession
- Fostering a collaborative environment between professional school counselors, college counselors and college admissions professionals.



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Strategic Goals

1) Brand Awareness

- When affiliate name is said out loud, it is pronounced Kentucky A-C-A-C. When in print, it should read KYACAC.
- KYACAC will provide table tents to Post-Secondary members to display during high school visits and college fairs.
- Our identity is an organization that has a culture of respect.

2) Strategic Partnerships

- Work with partner organizations (e.g. KHEAA, KCA, KDE, KASFAA, KASA, etc.) to provide information and support for secondary counselors.

3) Identify and support professionals who work with post-secondary bound students.

- Utilize admissions counselors to spread the word about KYACAC.
- Provide programming for continuing education in our profession.
- Provide a unified voice for our profession on a governmental level.

4) Financial Responsibility

- Maintain affiliate solvency
- Provide financial support to members
- Continually raise funds for the Kimberly D. Merritt Achieve Your Dreams Scholarship
- Begin raising funds or allocating existing funds for a return of the bus fund.

5) Increase NACAC Membership

- Educate KYACAC on NACAC 2019
- Educate KYACAC members on NACAC membership structure

6) Bring Camp College to Kentucky

- Seek education grant sponsored by GearUP / Fayette County Public Schools which would fund Camp College.
- Identify counselors to serve as camp mentors
- Review insurance needs for hosting high school-aged students on college campuses for Camp College programming

7) Increase involvement in KYACAC

- College Fair Calendar
- Professional Development
- Increase committee service

