

PACAC

2018-2023 Strategic Plan

Approved by the PACAC Executive Committee, December 7, 2018

VISION: The Pennsylvania Association for College Admission Counseling (PACAC) strives to be a dynamic, collaborative, and inclusive organization dedicated to the successful transition of students to postsecondary education.

MISSION: PACAC is a professional organization that advocates for equity and promotes access for students in postsecondary education. PACAC supports the successful transition of students by meeting the diverse educational needs of those who counsel students to postsecondary opportunities, college admission professionals, students and their families, and other constituents across the Commonwealth of Pennsylvania.

CORE VALUES: Advocacy • Collaboration among members • Effective stewardship • Equity and access
Ethics and integrity • Professional development for all members • Volunteerism and service

KEYSTONES OF THE ORGANIZATION:



ADVOCACY AND ACCESS

- * Cultivate a network of state and federal legislative outreach and strategic partnerships
- * Create and promote community service leadership and outreach opportunities to directly address and support community needs
- * Elevate PACAC's role in state higher education conversations and support regional college access groups



MEMBERSHIP AND IDENTITY

- * Grow PACAC membership across all constituencies and membership categories, and retain current members
- * Increase PACAC's visibility and recognition through intentional marketing and purposeful outreach via careful stewardship of the association's brand and identity
- * Promote PACAC as an association of trusted and experienced professionals



ORGANIZATIONAL EFFICIENCY

- * Maintain short and long-term financial planning and fiscal health
- * Ensure current and future initiatives align with the vision, mission, and core values of the association and are supported by data-driven analysis
- * Develop leadership representative of the various identities and experiences of our membership
- * Maximize opportunities for collaboration among standing committees to streamline programming and use of resources



PROFESSIONAL DEVELOPMENT

- * Educate constituency regarding Code of Ethics and Professional Practices and the Rights and Responsibilities therein
- * Provide extensive professional development programming that addresses skills and topics relevant to the scope and breadth of the field of college admission counseling
- * Present programming opportunities that are accessible to the membership regardless of geographic location, financial means, or institutional limitations