

# SOUTH CAROLINA ASSOCIATION OF SCHOOL PSYCHOLOGISTS

Strategic Plan  
June 2016-June 2019

<b><u>Mission</u></b> :	The South Carolina Association of School Psychologists is a membership organization that empowers school psychologists to support the learning and mental health of youth in South Carolina.
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<b><u>Vision:</u></b>	All children will have the supports that they need to be successful in school and in life.
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<p style="text-align: center;"><b><u>Core Values</u></b> Values that guide the priorities and activities of the organization</p>	
<b>Professional Excellence:</b>	School psychologists strive to use and promote best practices in the environments in which they work.
<b>Client-Centered:</b>	School psychologists make the needs of individual learners their first priority.
<b>Cultural Competence:</b>	School psychologists value individual and cultural perspectives in their interactions with others.

**Data-Based Decision Making:** School psychologists promote the use of data from multiple sources to inform decision-making at individual and systems levels.

**Dynamic Leadership:** School psychologists serve as leaders within their communities to enhance decision-making.

**Effective Communication and Collaborative Problem-Solving:** School psychologists work cooperatively with others and utilize respectful communication to achieve shared goals.

**Integrity & Ethical Practices:** School psychologists treat others with honesty and fairness and maintain the ethical standards of their profession.

**Positive Outcomes:** School psychologists promote individual strengths and believe in success for all learners.

**Professional Advocacy:** School psychologists promote the awareness of the value of their profession for the educational and personal development of the students they serve.

### **Strategic Priorities and Long-Term Goals**

The four long-term goals of the organization are interdependent with the three strategic priorities

Priority 1: Membership

Priority 2: Organization Capacity and Professional Growth

Priority 3: Internal and External Relations

## Objectives and Action Plans, by Goal

### Goal 1: Facilitate Advocacy Initiatives and External Communications

Goal 1: Facilitate Advocacy Initiatives and External Communications				
Objective 1.1: Develop advocacy communication plan to include Tier 1 communication with key stakeholders on a defined regular basis				
Activity	Who	When	Resources Needed	Outcomes Achieved
Develop and refine advocacy message	Workgroup	August 2016	-NASP resources -State level data from needs assessment	Carefully crafted, ready-to-use advocacy messages
Develop advocacy material	Workgroup	Throughout three years, at a schedule to be determined, with some material being ready for distribution at the beginning of the school year (2016-2017)	-NASP position statements -State level data -printing resources -budget considerations for material -Web-ex	-Ready-to-use letters, emails, etc. geared to specific audiences - one ready for the beginning of the 2016-2017 school year -Position statements - as needed -State of Student (Mental) Health in SC -Brochure - year one -Video - year two or three -Bookmark or other materials
Develop plan to execute plan of advocacy message with material	Workgroup	Budgeting - June 2016 (retreat and board meeting) To be updated each year	-budget considerations for mailing/packaging; potential traveling -people who can make contact (may be outside of workgroup)	- List of individuals/organizations to maintain regular contact with -Schedule of when contacts will be made -List of materials (ongoing) that will be used for each type of contact

		Other considerations - October 2016 (fall conference)	-Web-ex	
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<b>Goal 1: Facilitate Advocacy Initiatives and External Communications</b>				
<b>Objective 1.2: Advocate for appropriate school psychologist evaluation within South Carolina</b>				
<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Send preliminary recommendations and communication regarding school psychologist evaluation to the SDE	Workgroup	June 2017	-Sample school psychologist evaluations	Preliminary recommendations sent to the SDE
Send final recommendations to the SDE regarding school psychologist evaluation	Workgroup	December 2017	-Final recommendation of school psychologist evaluation tool	Model school psychologist evaluation instrument delivered to the SDE
Communicate evaluation tool and training (once decided upon by SDE)	Workgroup Programs Chair PR/PI Membership Chair Regional Delegates	TBD - based on SDE implementation timeline	- Conference workshops - Newsletter articles - Email blasts	Documentation of workshops, articles, emails about implementation

<b>Goal 1: Facilitate Advocacy Initiatives and External Communications</b>				
<b>Objective 1.3: Advocate for best practices in disability identification within South Carolina</b>				
<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Send and communicate preliminary recommendations to the SDE regarding identification of three selected disabilities (SLD, DD, and autism)	Workgroup	July 31, 2016	-Sample SLD identification methods -Coordination with the SDE	Document developed for the identification of SLD, DD, and autism, along with an email to SDE contact
Send recommendations to the SDE regarding identification of remaining disabilities	Workgroup	September 1, 2016	-Coordination with other stakeholders (SCSHA, etc.)	Document developed for the identification of other disabilities, along with an email to SDE contact
Communicate new eligibility and provide training opportunities for School Psychologists and other district-level administrators	Workgroup Programs Chair PR/PI	TBD - based on SDE implementation timelines	- Conference workshops - Newsletter articles - Email blasts	Documentation of workshops, articles, emails about implementation

	Membership Chair Regional Delegates University Rep			
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<b>Goal 1: Facilitate Advocacy Initiatives and External Communications</b>				
<b>Objective 1.4: Shortages/rural areas</b>				
<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Outreach to rural districts to determine needs	Research Chair President	January 2017	Survey	Survey results
Review results of rural district survey	Board	Board Retreat 2017	Survey results	Timeline for plan for recruitment
Plan to facilitate recruitment to rural districts	Group to be appointed by president	TBD based on survey	Survey results	Written plan for recruitment
Plan to facilitate collaboration with other states for recruitment	Group to be appointed by president	TBD based on survey	Survey results	Written plan for collaboration
Plan to advocate for student loan forgiveness	Legislative co-chair and committee	July 26, 2016	Information regarding student loan forgiveness programs in existence	Written plan for student loan forgiveness advocacy
Conduct survey, in partnership with the State Department of Education, of special education directors, regarding school psychologist openings (how many openings, how long have their been openings, and how long have you had openings?)	Research Chair	September 2016	Survey	Survey Results

## Goal 2: Increase Recruitment, Retention, and Diversity of Members

Goal 2: Increase Recruitment, Retention, and Diversity of Members				
Objective 2.1: Pursue financial awards geared toward providing greater member benefits				
Activity	Who	When	Resources Needed	Outcomes Achieved
Review SCASP2NASP process	Workgroup	Retreat yearly	-Review of process and results from previous year	Carefully delineated procedures (including how finalists are selected and how the winner is reimbursed)
Offer SCASP2NASP grant	Workgroup Selection by President, Past-President, NASP Delegate	-August - week before Fall Conference yearly -Selection at Fall conference -Announce finalist (publically) 3 weeks after selection -Voting week of School Psychology Awareness Week	-Web postings -Newsletter solicitation -Content for member email	Applications  Videos from finalists
Review SCASP2NASP implementation	Workgroup	Retreat 2017- Retreat 2019	-Articles from grant recipient yearly -Social media posts from NASP	Decision yearly about continued offering of grant
Offer mini-grants for practitioners	Workgroup	June 2017 (retreat and board meeting)	-Budget line item -Sample procedures from other states	Carefully delineated procedures (of the RFP process, of the requirements of the recipient, of the distribution of funds)

<b>Goal 2: Increase Recruitment, Retention, and Diversity of Members</b>				
<b>Objective 2.2: Pursue other activities geared toward increasing SCASP's publicity amongst practitioners in South Carolina</b>				
<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Include a minimum of one membership activity at each fall conference	Membership chair, student reps, PD chair	October 2016 and each subsequent fall conference	-Space for a table (or a shared table with NASP) to showcase materials -Money budgeted for any items needed -People to man the membership table for fall conference -Any resources (brochures, computer, etc.) needed for the given activity	-Specific membership activity for each fall conference -Web content generated
Developing SCASP items to sell/give as presenter items	Executive Director PR/PI	Fall Conference 2016/Review yearly at retreat	Order form Budget line item	Shirts Pens Cups

<b>Goal 2: Increase Recruitment, Retention, and Diversity of Members</b>				
<b>Objective 2.3: Enlarge and specify the role of the regional delegate, so as to better reach potential members and stakeholders in each region</b>				
<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Develop committee to discuss role of regional delegate	President to develop	September 2016	Email communication/survey of interested board members	List of committee members
Write updated role description for regional delegate	Committee	October 2016-April 2017	Committee meetings; Electronic meetings	New Regional Delegates role description
Activities within regions	Regional Delegates PR/PI	August 2017-June 2019	Possible financial costs for events Publicity for events	Regional events as outlined in Regional Delegate role description



**Goal 2: Increase Recruitment, Retention, and Diversity of Members**

**Objective 2.4: Develop a communications plan for member communication**

Activity	Who	When	Resources Needed	Outcomes Achieved
Determine whether the board would like flexibility in the number of newsletter and, if so, review the constitution and bylaws to determine whether changes are needed	President	If needed, changes proposed by September 1, 2016 and vote held at business meeting at the fall 2016 conference	-Review of existing bylaws	-Flexibility in newsletter offerings
Develop a plan for 2016-2017 email communications	Workgroup to include, but not be limited to, technology chair, membership chair, program chair, executive director, and PR/PI	October 30, 2016	-Review of types of email communications already taking place	-Flexible list of planned communications for 2016-2017 (such as newsletter and monthly member emails) -Plan for monthly member emails including: Who will gather email submissions, dates by which these submissions are due, tentative topics to include, who might proof emails, and who will send emails
Develop a plan for regular updating of the website	Workgroup to include, but not be limited to, technology chair, membership chair, PR/PI, program chair, program chair, and legislative chair	February 1, 2017	-Review of other state organization websites -Continuing NASP training regarding website development	-Plan including: regular review of the website to remove/archive outdated information, plan for regular submission of material for the website by board members, list of positions who should have rights to update/edit the website
Develop a plan for social media	Workgroup to include, but not be limited to, student reps, technology chair, PR/PI, executive director, program	By Retreat 2017	-Review of other state organization social media	-Plan including: purpose, list of positions who should have rights to update/edit social media, plan for posts relating to specific events (SCASP2NASP, programs, etc.)

	chair, and membership chair			
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<b>Goal 2: Increase Recruitment, Retention, and Diversity of Members</b>				
<b>Objective 2.5: Pursue activities geared toward increasing diversity in membership and providing services to diverse populations</b>				
<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Providing activities at conferences that speak to membership and student diversity	Diversity Chairs Programs Chair	2017, 2018 conferences	Budget List of contacts	Conference sessions
Survey item(s) related to professional interests in the area diversity awareness and possible speakers in these areas via Facebook, Twitter, and feedback after fall conference	Technology Chair	Fall 2016 (to be completed by fall conference 2016)	Technology	Completed survey
Increase the presence of articles relating to diversity within the newsletter and other SCASP publications	Newsletter Chair	Throughout the 2016-2018 fiscal year	Articles provided for newsletter	Articles in newsletter
Highlight school psychologists from diverse backgrounds and in diverse settings via publications (newsletter, website, and/or monthly emails)	Work Group	On a monthly basis, beginning in October 2016	Names of school psychologists from diverse backgrounds/settings	Highlight articles
Include a "We Are SCASP" feature for Fall 2017 conference, including highlighted members (perhaps via voice-over or slides prior to a session) and other activities for members; include this material in publications (website, social media, and newsletter); gather information in Fall 2016	Membership PR/PI Technology Secretary	Start collecting segments at Fall 2016 Presented in Fall 2017	Members to be highlighted Survey/Form for members to complete Camera for Fall 2016 Video equipment for Fall 2016 Release (on survey)	Completed "We Are SCASP"

### Goal 3: Optimize Procedural Quality and Excellence

Goal 3: Optimize Procedural Quality and Excellence				
Objective 3.1: Clarify role expectations for board and committee positions in line with the current strategic plan and re-align current policies and procedures to be consistent with current activities of the board.				
Activity	Who	When	Resources Needed	Outcomes Achieved
Review procedures	Board - under the direction of the president-elect	2018-2019 year	-List of all procedures, kept in one easily accessible location -Sample procedures from NASP	Up-to-date, clear procedures
Develop pass-down logs for each office	Board - under the direction of the president	June 2017 (by June retreat/board meeting), to be updated each year, by June	-Location in which to keep pass-down logs	Pass-down logs, specifying key tasks, deadlines, points of contact, etc.
Develop job descriptions for each board position	Board - under the direction of the president	June 2017	-Location in which to keep job descriptions	Job description, including key duties
Review constitution and bylaws	Board - under the direction of the president-elect	2018-2019 year	-Easily accessible constitution and bylaws	Up-to-date bylaws

## Goal 4: Promote Quality Professional Development

Goal 4: Promote Quality Professional Development				
Objective 4.1: Develop a comprehensive three-year professional development plan				
Activity	Who	When	Resources Needed	Outcomes Achieved
Conduct a survey of contacts, once every two years, to determine membership professional development needs (as well as to gather information regarding	Research chair, along with a workgroup to include, but not be limited to, the PD chair and membership chair	Fall 2017, Fall 2019	-Efficient means of gathering data -Means of sharing data with board and membership	-List of PD priorities/preferences -Information shared with members (via newsletter, with a sample of information available via website and/or member email)
Develop a flexible plan for conferences and workshops for the next three years, addressing member needs, SCASP priorities, and the NASP Practice Model	Workgroup to include, but not be limited to, PD chair, executive director, and president	Completed by June 2017 Updated yearly	-Membership data	-Plan including: number of conferences/workshops, anticipated locations, anticipated topics/speakers, and approximate dates -Dates for workshops/conferences shared with the SDE as they are developed
Develop a marketing plan for conferences & workshops	Workgroup to include, but not be limited to, PD chair, treasurer, executive director, and president	January 2018	-Consultation with others skilled in conference planning -Examination of PR/PI efforts of other similar organizations -Budgetary resources for PR/PI	-Plan including: approximate schedule for announcement of conferences/workshops, content of announcements, and targets of announcements

**Goal 4: Promote Quality Professional Development****Objective 4.2: Pursue a partnership with the SC Department of Education**

<b>Activity</b>	<b>Who</b>	<b>When</b>	<b>Resources Needed</b>	<b>Outcomes Achieved</b>
Develop a message/proposal for the leadership meeting	Leadership, to include, at minimum, president and NASP delegate	By the end of July 2017	Ideas/agenda items for meeting	Meeting scheduled with school psychologist consultant and John Payne
Leadership meeting with school psychologist consultant and John Payne	Leadership group	Work on in June, complete by July 15, 2017	Communication with consultant and John Payne	Agenda Meeting notes Action items from meeting