

Connecticut Counseling Association (CCA)

Strategic Plan 2019-2024

Mission: The mission of the Connecticut Counseling Association (CCA) is to support and advocate for counselors and the counseling profession through promoting professional identity, providing opportunities for professional development and networking, and offering resources to better support those we serve.

Professional Identity – Provide clarity in who we are as counselors, why we do what we do and what we have to offer

1. Educate and inform helping professionals and the general public about various roles and characteristics of the counseling profession.
2. Foster and support the professional identity of individual members.
3. Increase connection between the leaders of CCA and the members of CCA.
4. Support a transition to current forms of communication between the association and its' members

Professional Development – Provide cutting-edge seminars and events

1. Develop and implement orientation programs for certain types of members (new member, new professional).
2. Provide frequent relevant and current professional development opportunities to address the ongoing needs of CCA's members and as well as those of other helping professionals.
3. Provide relevant professional development opportunities for CCA Leadership.
4. Inform members of current trends related to the profession including but not limited to changes in ethical standards, legislative issues, training requirements and best practices.

Networking – Provide frequent high-quality career focused connections with fellow professionals

1. Network and maintain communication with governing associations, university training programs and community providers.
2. Provide and support networking among members, leaders and prospective leaders.

Advocacy – Provide a forum to track current events and trends and share information with key decision-makers

1. Form and maintain an active legislative committee.
2. Communicate legislative issues relevant to the profession on a regular basis.
3. Create an annual legislative agenda.

Membership – Develop and implement strategies to increase CCA membership

1. Form and maintain an active membership committee.
2. Develop strategies to increase new members annually.
3. Develop strategies to increase retention of members.