



STRATEGIC PLAN 2020 - 2025

www.gpacac.net

STRATEGIC PRIORITIES

MEMBERSHIP & COMMUNITY

As a member-centered organization, GPACAC seeks to build a diverse community that represents all membership categories and creates a supportive network of professionals

PROFESSIONAL DEVELOPMENT

GPACAC strives to be the foremost resource for its members by providing opportunities for growth and development.

ADVOCACY

Local, state, and national policies influence the work that GPACAC members do and the opportunities that are available for our students. We aim to create an outreach network to keep our members informed and positioned as active voices in the conversation about education access.

LEGACY & RESPONSIBILITY

GPACAC is committed to the long-term sustainability of the organization through developing diverse, talented leaders who will serve at the affiliate and national level. We operate in a way that maintains fiscal responsibility and seeks to develop long-term financial stability.

GOALS & OUTCOMES

STRATEGIC PRIORITIES

STRATEGIES

Membership & Community

Reach out intentionally to specific membership categories that are not well-represented

Provide opportunities throughout the year for members to build relationships and share support

Regularly communicate with school district and site leaders about GPACAC to raise awareness and encourage membership

Professional Development

Keep an updated online database of accessible resources

Provide programming that addresses skills and topics related to college admission counseling

Provide programming opportunities that are accessible to members regardless of geographic location, institutional support, or financial limitations

Advocacy

Cultivate relationships with community partners to address the needs of students and member

Provide education and communication to our members about the legislation that impacts our work

Elevate GPACAC's role in higher ed conversations and support regional college access partners

Actively engage members in providing feedback on the barriers that students and counselors face

Legacy & Responsibility

Maintain short- and long-term financial planning efforts to maintain financial stability

Set clear expectations for board members and volunteers that center around our Mission and Vision Statements

Actively engage volunteers and celebrate their accomplishments

Ensure that all our programs and activities support the Mission and Vision Statements