

Alabama Counseling Association Strategic Plan

(2015-2020)

Identity

The Alabama Counseling Association (ALCA) is an organization of counseling professional who work in education, health care, residential, private practice, community agency, government, and business/industry settings.

Mission

To enhance human development throughout the life span and to promote public confidence and trust in the counseling profession.

Common Values

Value One: Caring for Self and Others

Belief in the worth and dignity of the individual and caring for self and others.

Value Two: Respecting Diversity

Recognition of the importance of encouraging different perspectives and valuing the contributions of all cultures, groups, and individuals

Value Three: Encouraging Positive Change

Belief that change in people, organizations, institutions, and society can be facilitated in a positive manner.

Value Four: Acquiring and Using Knowledge

Belief that we need to be aware of current and evolving knowledge on which professional practice is based.

Value Five: Empowering Leadership

Willingness to mentor and nurture leaders who will advocate on behalf of the profession and the clients its serves.

Value Six: Promoting Linkages

Belief in the benefit of working in a collaborative manner for the overall benefit of the association and the profession.

Fundamental Purposes

- to stay focused on the mission of the Alabama Counseling Association as a professional association committed to providing caring, competent, and relevant services to clients through members whose purpose is to improve the quality of life for society at large through commitment to human dignity

- to inform and educate the public with respect to professional skills and services available from members of the Alabama Counseling Association
- to promote and ensure adherence to the Code of Ethics and Standards of Practice of the Alabama Counseling Association
- to pro-actively pursue public policy and legislative goals that affect the members of the Alabama Counseling Association
- to support and enhance standards of professional preparation
- to continue to develop a strong sense of community within the Alabama Counseling Association through increased emphasis on common goals across chapters and divisions
- to communicate with other professional groups for the purpose of promoting inter-professional and international collaboration.
- to enhance the dissemination of knowledge through publications, conferences, and professional development workshops
- to provide support for the development of theory, research, and professional practice

Strategic Goals

- to promote the recognition of the counseling profession
- to develop and implement a set of strategies that responds to the needs of a diverse membership
- to develop and expand diversity throughout the membership of the Association
- to promote unity of purpose and diversity of practice
- to prepare and nurture effective leaders
- to provide leadership as an association in government relations and public