



2023-2028 Strategic Plan

VISION: Professionals are empowered. Members feel supported. Students have equitable access to postsecondary pathways.

MISSION: Empowering members with diverse professional needs to support access to postsecondary pathways and advocate for equity and ethics in education.

CORE VALUES: Organizational Stewardship • Ethics and Integrity • Advocacy, Volunteerism and Service • Diversity, Equity, Inclusion and Justice

MEMBERSHIP & COLLABORATION GOALS

1. Increase/improve responsiveness to the needs of a dynamic membership
2. Establish a mentorship program for new professionals to help them engage with PACAC and maximize membership
3. Increase membership in key areas: public school counselors, graduate schools/students, current college students

PROFESSIONAL DEVELOPMENT GOALS

1. All PACAC programming (online workshops, ethics credential, conference, etc.) presenters will encompass a diverse representation that reflects our membership and the students we serve
2. Dedicate resources to virtual programming in order to increase access (financially & geographically) for the membership across the commonwealth and beyond
3. Increase the percentage of members participating in PACAC professional development programs

DIVERSITY, EQUITY, INCLUSION AND JUSTICE GOALS

1. Increase representation of underrepresented professionals on the Executive Committee
2. Dedicate resources to advancing DEIJ initiatives across the Association
3. Center inclusivity to recruit and retain a more diverse membership

