

Tennessee Association for Multicultural Counseling and Development (TAMCD): Strategic Plan

THIS THREE-YEAR STRATEGIC PLAN TIMEFRAME IS FROM JULY 1, 2019 TO JUNE 30, 2022

Mission Statement

To build membership, strengthen leadership, and advance multicultural and social justice counseling services for the benefit of all clients across the state.

Vision Statement

Multicultural competent leaders, school and practicing professional counselors successfully connecting with and serving populations of diverse backgrounds.

Core Values

Principles that guide our directions

- Leadership – We seek and demonstrate inspiring, compassionate and active leaders.
- Access – We encourage and seek to demonstrate inclusiveness and fairness.
- Innovation – We seek to solicit and demonstrate enthusiastic, creative and inspiring trainers.
- Awareness – Global awakening; understanding and appreciating cultural differences and focusing on potential rather than prejudice

Leadership Tools

- **Initiating Conversations, Facilitating Meetings and Network Building** to make and maintain connections for mutual benefit and advance the mission
- **Viable Partnerships** to expand services, advance MSJCC and leverage resources
- **Research and Data Collection** to inform decision-making, plans and advocacy
- **Technology and Communication** to increase accessibility, understanding and impact
- **Modeling** to lead by example

DIVISION GOALS

Goal One: Increase membership for a sustaining future.

Goal Two: Strengthen the division's governance and leadership.

Goal Three: Build awareness of TAMCD.

Goal Four: Create platforms to inspire and strengthen helping professionals to become more multiculturally competent practitioners across the state.

Goal One: Increase the organization's membership for a bright, sustaining future.

- **Objective: Current leadership and members recruit and seek to retain at least 30 new members per year.**

Strategies and Action Steps

Recruit new leadership to serve as officers through personal contacts, social media and with a simple TAMCD invitation. Seek potential members whose goals are to grow professionally and who have a passion for TAMCD's mission.

1. Develop and send an invitation to prospective members via quarterly newsletters.
2. Follow-up within two weeks on the status of the invitation.
3. Recruit prospects who demonstrate a willingness to lead (emergent leaders).
4. Identify and share TAMCD's opened or upcoming positions during collaborations and post same in newsletters and on the website.

Goal Two: Strengthen the division's governance and leadership

- **Objective: Increase division awareness, leadership commitment and professional growth opportunities.**

Strategies and Action Steps

Encourage attendance at local, state, chapter and division sponsored events, including attendance at the annual state conference.

1. Post and maintain current events via newsletters, reports and minutes of meetings on the website.
2. Provide orientation for new members at TAMCD's annual meeting and through on-going collaboration.

Refer members to the Bylaws for matters of conducting business of the division. Confirm roles and responsibilities of officers (prior to elections) and at the annual meeting for the fiscal year.

1. Describe officers' responsibilities.
2. Encourage 100% commitment of responsibilities to lead and maintain membership.

Develop an "elevator speech" about the mission and vision so that members can speak to prospective members easily and confidently.

1. Create and ensure that TAMCD's abbreviated story is part of a publication, a tri-fold flyer, highlighting TAMCD's mission, goals, officers, membership benefits, major activities, etc.
2. Identify and practice the mission statement at orientation and at annual meetings.

Strengthen leadership skills and services.

1. Attend and participate in annual conference, governing council meetings, LDI, division meetings and other TAMCD training events.
2. Take the lead in recruiting emerging leaders and encouraging attendance at LDI.

Goal Three: Increase awareness of TAMCD.

- **Objective: Identify TAMCD's mission, goals, major events and benefits to members and constituencies.**

Strategies and Action Steps

All current and potential members of TAMCD should refer to the website for updated information.

1. Encourage potential members to familiarize themselves with pertinent information on the website to make informed decisions about life-long membership.
2. Maintain a postcard-sized recruitment tool to share with prospects to include TAMCD's mission, vision, goals, some benefits, and website address.

Goal Four: Create platforms to inspire and strengthen helping professionals to become more multiculturally competent practitioners across the state.

- **Objective: Plan and implement local and state pre-cons and workshops on the various components of the MSJCC and related training with funding support from TN Counseling Association Foundation and partnerships with some regional chapters and social agencies.**

Strategies and Action Steps

In collaboration with TAMCD, TCA and charter colleagues, review and implement the following action steps for accomplishing the objective for fiscal years 2019-2020, 2020-2021, and 2021-2022.

1. During TAMCD's annual fall meeting, a.) solicit volunteer leaders to coordinate training for 2019-2022, b.) randomly survey TCA conference attendees regarding awareness and understanding of TAMCD, and c.) attend TCA's pre-con and workshops and engage in dialogue as appropriate, advocating for stronger multicultural and social justice competent professionals and/or invitation to join the team.
2. In partnership with WTCA, propose a pre-con for the 2020 Summer Conference that will include development of a plan for implementing a multicultural friendly school environment (with a focus on counselor's self-awareness and students' worldviews).

3. In collaboration with TAMCD leadership, propose a pre-con for TCA's 2020 Annual Conference. Seek a speaker from the Middle Tennessee area to present a 3-hour pre-con that focus on "social justice advocacy and interventions."
4. In partnership with WTCA, propose a pre-con for the 2021 summer conference to address plans for a "Multicultural Collaborative" as a support resource to the community for bridging cultural/ethnic gaps.
5. In collaboration with TAMCD and TCA leadership, propose a pre-con for the 2021 fall conference. Seek a speaker to address "Our Ethnographic Communication skills and alignment with MSJCC praxis 1, Counselor's Self-awareness."

Expand accessibility, inclusion and participation for all learners to be prepared for success in school, career and life through an acceleration of cross cultural/ethnic understandings.

1. Identify Memphis area ethnic groups and invite one to present a workshop at WTCA's 2020 Summer Conference that focus on "ethnic specific concerns" for improving education and supportive counseling services.
2. Submit a workshop proposal for presenting at MPCA or STCA during the spring or summer of 2021 to address "embracing diversity for a culturally friendly school."
3. Submit a workshop proposal for WTCA's 2022 Summer conference on "Am I a Multicultural Competent Professional? Does it reflect in my counseling relationships?"

In collaboration with TAMCD Leaders, TCA and the regional representative, propose a Webinar to address "Positive Responses to Bias Attitudes, Stereotypes and Racism" to reach more professional counselors across the state within this 3-year time frame.

Revised June 29 (& July 7), 2019

Revision Committee:

Julia Cole, President

Candice Dates, Secretary (Teacher and Counseling Intern)

Betty Claybourne, Emerging Leader (Teacher and Counseling Intern)

Carolyn Tribune, Emerging Leader (Teacher and Counseling Intern)

Latrina Walker, Emerging Leader (Teacher and Counseling Intern)

Porsche Atkins, Emerging Leader (Teacher and Counseling Intern)

Dykeshia Weston, Emerging Leader (Teacher and Counseling Intern)

Hattie Isen, Past President

