



## **FLORIDA COUNSELING ASSOCIATION**

### **STRATEGIC PLANNING MEETING 2023**

VIRTUAL MEETING

Saturday, January 28, 2023

9:00 AM – 4:00 PM

#### **AGENDA\***

- I. 9:00am – 9:15am: Introduction of Participants and Leaders
  
- II. 9:15am – 12:00pm: Overview of Goals  
(*Note: Break 10:45–11:00am*)
  - a. To Establish and Maintain the Financial Stability
  - b. Increase Public Awareness about the Florida Counseling Association (FCA) Throughout the State
  - c. Improve Legislative Advocacy Efforts on local, state, and federal levels
  - d. Utilize and Monitor Technology/Social Media Resources
  - e. Develop a Mentoring Program to Strengthen Divisions
  - f. Develop Business Leadership Skills across the FCA Organization
  - g. Communicating and Branding who we are as FCA and What we Represent
  - h. Maintain a Synchronized Strategic Planning Process
  
- III. 12:00pm – 12:30pm: Lunch on your own
  
- IV. 12:30pm – 4:00pm: Group Breakouts for Committees, Divisions, etc.
  - a. Planning for the Remainder of the Current Fiscal Year