

# Strategic Plan for Kentucky Association for College Admissions Counseling (KYACAC) 2023-2026

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## Objective 1: Increase Membership

1.1 Enhance Membership Benefits: Review and update the benefits offered to KYACAC members, such as exclusive resources, professional development opportunities, networking events, and discounts on conferences. Ensure that these benefits align with the evolving needs of secondary and post-secondary professionals.

1.2 Targeted Outreach: Develop a comprehensive outreach strategy to attract new members. Identify high schools, community colleges, and universities in Kentucky that are not currently part of KYACAC and reach out to their admissions departments with personalized invitations and information about the benefits of joining.

1.3 Membership Retention: Implement initiatives to improve member retention rates. This can include conducting surveys to gather feedback and understanding member needs, offering opportunities for involvement through committees or leadership positions, and providing ongoing communication and support to members.

1.4 Collaboration with Regional Organizations: Forge partnerships with regional organizations that share similar goals and interests. Collaborate on joint events, share resources, and cross-promote membership opportunities to expand the reach and impact of KYACAC.

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## Objective 2: Increase Brand Awareness

2.1 Develop a Strong Online Presence: Enhance KYACAC's website with updated content, resources, and a user-friendly interface. Optimize the website for search engines to increase visibility. Regularly update social media platforms with engaging and relevant content, including member spotlights, industry news, and upcoming events.

2.2 Public Relations and Media Outreach: Establish relationships with local media outlets, such as newspapers, radio stations, and television networks, to promote KYACAC's activities and initiatives. Send out press releases for significant events, accomplishments, and relevant educational news. Seek opportunities to publish articles and op-eds in educational publications.

2.3 Engage with High Schools: Develop partnerships with high schools across Kentucky to offer college admissions workshops, seminars, and webinars. Collaborate with school counselors and administrators to provide valuable resources and support in college preparation. Offer scholarships or grants to high school students and promote them through school channels.

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## Objective 3: Financial Responsibility

3.1 Diversify Revenue Streams: Explore additional revenue sources beyond membership fees and event registrations. Consider corporate sponsorships, grants, partnerships with educational organizations or institutions, and fundraising initiatives.

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3.2 Budget Review: Regularly review and assess the organization's budget to ensure financial stability. Identify areas for cost savings, streamline processes, and prioritize spending on activities that align with KYACAC's mission and strategic goals.

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## Objective 4: Increase Participation in KYACAC Events

4.1 Diversify Event Formats: Offer a variety of event formats to cater to different preferences and learning styles. This can include traditional conferences, webinars, workshops, regional meet-ups, and virtual networking sessions. Leverage technology to provide virtual options for those unable to attend in person.

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4.2 Targeted Marketing and Communication: Develop targeted marketing campaigns for each event, highlighting the value, key speakers, and networking opportunities. Utilize email marketing, social media, and online advertising to reach potential participants effectively. Leverage existing member networks to spread the word about KYACAC events.

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4.3 Professional Development Opportunities: Collaborate with educational institutions, industry experts, and professional organizations to offer high-quality professional development opportunities. Provide relevant and timely content that addresses the evolving needs of college admissions professionals.

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4.4 Post-Event Engagement: Develop strategies to sustain engagement with event participants after the event concludes. Offer resources, follow-up webinars, and networking platforms to facilitate ongoing

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