

ACCIS Forward 2022 Strategy House

In 2022, ACCIS is the most trusted, accessible, and empowering resource and voice for its members and their institutions.

Optimizing ACCIS's Value to Members

In 2022, ACCIS will have established itself as an exemplary professional membership organization that advances diversity, equity, and inclusion.

In order to achieve this goal we will:

- A. Build ACCIS's reputation as an authority, industry expert, and model for quality counseling for all students.
- B. Support and empower the professional development of college counselors in every member school.
- C. Model inclusion through a renewed commitment to diversity and access at all levels of the association.
- D. Strengthen, innovate, and promote programs, resources, and services that increase access and member engagement.
- E. Improve, expand, and diversify member communications.
- F. Educate non-member constituents (boards/heads) on ACCIS as a valuable school resource.

Making a Difference in College Admissions

In 2022, ACCIS will have leveraged its collective power to drive student-centered change in the college admissions process.

In order to achieve this goal we will:

- A. Take a leadership role in national college admissions conversations.
- B. Promote members' engagement and recognition in local, regional, and national college admissions conversations.
- C. Leverage ACCIS resources for public purpose.
- D. Develop and strengthen partnerships and organizational ties with peer associations and college admissions programs.
- E. Identify and promote strategic themes leading to a healthy and student-centered process.

Ensuring a Sustainable Future

In 2022, ACCIS will have a broad range of resources to serve and anticipate the dynamic nature and ever-changing needs of its members.

In order to achieve this goal we will:

- A. Maximize outreach to ACCIS-eligible schools.
- B. Increase member satisfaction to increase retention.
- C. Diversify revenue streams to achieve financial sustainability.
- D. Expand human resources to advance organizational sustainability.
- E. Develop and implement a long range growth plan.
- F. Develop, articulate, and promote a sustainable brand identity.

Core Values and Mission