

Mapping Our Future:

Summary of BCACC 2020-23 Strategic Framework

April 30, 2020

Introduction

Welcome to *Mapping Our Future*. This Strategic Framework is designed to guide the Association's work through to 2023. It has three elements:

1. Cornerstones – vision, mission, values and principles
2. Future directions – goals, objectives and actions
3. Implementation – ways we intend to use this framework

BCACC's Board, staff, Advisory Council, and members all had a say in charting the Association's course to 2023. For a 1-page overview of how we created *Mapping Our Future*, [see the Process Overview](#).

Cornerstones

Vision

Safe, effective counselling therapy, available to all

Mission

Building the profession through accountable, well-resourced and supported counsellors

Values and Principles

Our values reflect shared beliefs, things we hold to be important. Together with the vision and mission, these values are foundational for the Association and guide everything we do.

Professionalism: High standards; Integrity; Lifelong learning; Collaboration; Collegiality

Accountability: Transparent; Ethical; Fair; Trustworthy

Respect: Responsiveness; Compassion; Sensitivity; Social responsibility; Diversity

BCACC upholds these values through principles and practices, as outlined in Appendix 1.

Future Directions

BCACC has 8 goals, grouped in three themes:

Quality Enhancement

1. Position the Association as a leader in professional practice excellence
2. Review BCACC's regulatory role, in the context of a changing regulatory environment

Value for Members

3. Build BCACC's member services program
4. Promote appropriate RCC remuneration
5. Create new counsellor categories and designations

Administration and Governance

6. Develop capacity in emergency preparedness and crisis response
7. Promote BCACC diversity, inclusion and reconciliation
8. Continue to enhance governance, reviewing implementation of the *Strengthening Our Foundations* organizational development initiative