

# VCA'S GUIDING PRINCIPLES

## INTRODUCTION

The vision and mission of VCA will be the driving force as the Association strives to meet the organizational goals with careful consideration of fiscal responsibility in carrying out the work of the Association. The organizational goals set forth shall be reviewed annually to evaluate areas in need as the board engages in work to improve and strengthen the organization.

### VCA VISION

*Equity, unity and public support for professional counseling  
in a variety of settings for all people in Virginia.*

### VCA MISSION

*VCA members in all settings will provide best counseling practices  
that enhance human development and functioning throughout the life span  
and promote public confidence in the counseling profession.*

## ORGANIZATIONAL GOALS (2009-2014)

- Identify and implement ways to recruit and retain members.
- Increase membership by at least 5% each year, in each membership category, for the next five years.
- Provide more workshops on timely topics to generate revenue and provide a service to members.
- Engage VCA Board and Association Members in advocacy.
- Be socially and environmentally conscious in our administrative and professional practices.
- Commit to supporting leadership development, including commitment to the membership, organization, and counseling profession.