



## 2017 - 2022 Strategic Plan

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### **MISSION**

The mission of the Minnesota Career Development Association (MCDA) is to provide professional growth and community, and to promote the field of career development.

### **VISION**

MCDA envisions a Minnesota where new and seasoned career development professionals come together and learn from each other to empower our students and clients to reach their full potential.

### **HOW MCDA SERVES MEMBERS**

MCDA serves its members and other career development professionals by providing career development programming, online resources, networking opportunities, mentoring, and other activities.

### **WHO ARE MCDA MEMBERS**

MCDA members are professionals working in and contributing to the field of career development throughout the state of Minnesota and surrounding region.

### **WHY MCDA EXISTS**

Effective career development enhances the overall quality of life, and MCDA believes it is paramount that members continue to actively grow and develop so that Minnesotans can receive from our members high quality and relevant advice, support and/or resources that better their lives. The association influences and advocates for the field of career development in various environments.

### **CORE VALUES**

- Integrity

- Community
- Learning/Education
- Diversity
- Collaboration

### **GOAL 1: Engage Membership**

Extend opportunities for membership to engage in multiple MCDA and community activities and initiatives which encourage the continued enrichment of career development professionals.

### **GOAL 2: Expand and Strengthen Our Community**

Provide opportunities for increasing membership within the Twin Cities and Greater Minnesota to connect and build a strong and diverse community.

### **GOAL 3: Enrich Knowledge and Promote Ongoing Learning**

Leverage and build members' expertise in a variety of career development areas in order to explore, cultivate, and apply new ideas and experiences.

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