

INCREASED ADVOCACY & AWARENESS

PURPOSE OF STRATEGY:

Inform members about issues important to the accounting profession and advocate on behalf of the members, the association, and accounting profession based on broad-based information sources

Inform members of existing and emerging issues specific to the profession that may impact them individually or their firms/industry

Advocate on existing and emerging issues relevant to the members, firms/industry, and accounting profession

HIGHLY VALUED PROFESSIONAL DEVELOPMENT

PURPOSE OF STRATEGY:

Meet the membership's current and emerging professional development needs

Analyze accounting profession marketplace for existing and emerging PD needs and opportunities

Develop market-leading PD products and experiences to meet current and emerging needs

Develop efficient mechanism to deliver PD products and experiences through leading and evolving techniques and technology

DIVERSITY & INCLUSION

ENHANCED ENGAGEMENT

PURPOSE OF STRATEGY:

Optimize diversity of NCACPA membership and offer a variety of engagement experiences

Identify existing and emerging types of accounting professionals and provide meaningful resources to support them in their journey from students throughout their professional career

Develop membership recruitment tactics to intentionally attract and recruit new members with a specific focus on increasing diversity and other professional networks

Develop tactics to retain members through personally valued opportunities to engage with other members, the community, and other professional networks

Purposeful consideration and integration of diversity in all programs, activities, and operations of the association and Foundation

GOVERNANCE & OPERATIONAL EFFECTIVENESS

PURPOSE OF STRATEGY:

Effective governance and operational effectiveness to support all association initiatives

Implement efforts to continually enhance governance

Implement robust data collection and analysis system to inform and support initiatives and communications program

Identify and implement financial sustainability opportunities