

SUMMARY OF STRATEGIC INITIATIVES

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, including members	
	STRATEGIC INITIATIVES	PURPOSE OF STRATEGIC INITIATIVES
	Membership Awareness	Inform members of existing and emerging issues specific to the accounting profession that may impact them individually or their firms/industry
	Profession Advocacy	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	
	STRATEGIC INITIATIVES	PURPOSE OF STRATEGIC INITIATIVES
	PD Market Analysis	Analyze accounting profession marketplace for existing and emerging professional development needs and opportunities
	PD Products and Resources	Develop market-leading professional development products and experiences to meet current and emerging needs
	PD Efficiencies and Delivery	Develop efficient mechanism to deliver professional development products and experiences through leading and evolving techniques and technology

ENHANCED MEMBERSHIP ENGAGEMENT	PURPOSE OF STRATEGY:	
	Optimize diversity of NCACPA membership and variety of membership experiences	
	STRATEGIC INITIATIVES	PURPOSE OF STRATEGIC INITIATIVES
	Membership Analysis	Identify existing and emerging types of members and their professional needs
	Membership Recruitment	Develop membership recruitment tactics to intentionally attract and recruit new members with a specific focus on increasing diversity and other professional networks
	Membership Value	Develop tactics to retain members through personally valued opportunities to engage with other members, the community, and other professional networks

GOVERNANCE & OPERATIONAL EFFECTIVENESS	PURPOSE OF STRATEGY:	
	Effective association governance and operational effectiveness to support all association initiatives	
	STRATEGIC INITIATIVES	PURPOSE OF STRATEGIC INITIATIVES
	Association Governance	Implement efforts to continually enhance association governance
	Data Analysis	Implement robust data collection and analysis system to inform and support association initiatives
	Communications	Implement robust communications program to support association initiatives
	Maintain Financial Stability	Identify and implement financial stability opportunities

STRATEGY DISCUSSION SEATING CHART

INCREASED ADVOCACY & AWARENESS	George Beckwith	Kristen Hoyle
	Sharon Bryson	Lorrie Leonhardt
	Rollin Groseclose	Eddie Sams

HIGHLY VALUED PROFESSIONAL DEVELOPMENT	Amanda Davis	Shawana Karkouki
	Whitney Gann	Jonathan Kraftchick
	Amelia Hodges	Mark Soticheck

ENHANCED MEMBERSHIP ENGAGEMENT	Holly Bazemore	Bill Ezzell
	Nicole Benford	Jennifer Rowell
	Malcomb Coley	

GOVERNANCE & OPERATIONAL EFFECTIVENESS	Amin Ainolhayat	Donna Taylor
	Moira Gill	Dianne Uzzell
	Mike Gillis	Nikki Vann