



## MISSION

To enhance the value of the CPA profession.



## VISION

To be an indispensable partner in the growth of our members, equipping them with cutting-edge education, timely insights, influential advocacy, and a dynamic community to enhance their professional success.



## VALUES

Accountability

Collaboration

Innovation

Professional Excellence

# STRATEGIC DRIVERS

## Increase Brand Awareness

### Strengthen ICPAS Brand Awareness and Value Propositions

- Develop and promote a compelling brand platform that clearly communicates the unique value ICPAS offers.
- Achieve increased recognition and credibility among current and prospective members, partners, and the broader professional community.

### Strengthen Awareness of Accounting and the CPA Credential

- Position accounting as essential, relevant, and impactful to improve public perception beyond the profession.
- Increase the number of students majoring in accounting by expanding awareness of accounting's varied opportunities among students and career influencers.
- Increase the CPA pipeline by enhancing the perceived value and relevance of the CPA credential among students and professionals.

## Drive Membership and Audience Growth

### Strengthen Recruitment Strategies for CPAs in Illinois

- Increase ICPAS market share among Illinois CPAs by clearly demonstrating the unique value of membership.
- Improve engagement and conversion rates through tailored, data-driven approaches.

### Expand Recruitment Strategies to Non-CPAs in Accounting and Finance Roles

- Position ICPAS as a valuable hub for accounting and finance professionals who are not pursuing the CPA credential.
- Grow ICPAS membership among non-CPA professionals by offering relevant resources and fostering a sense of community.

### Accelerate Growth of the Corporate Access Program

- Create a scalable and sustainable program model through strategic evaluation and operational optimization.
- Establish ICPAS as the go-to organization for corporate finance professionals through customized networking, programs, and relevant resources.

## Customize Learning and Upskilling

### Deliver More Relevant Education by Aligning Targeted and Flexible Content Delivery

- Increase education revenue and participation through offerings aligned to career stages and professional needs.
- Strengthen member perception of ICPAS education as relevant, innovative, and personalized through more tailored and accessible learning experiences.

### Position ICPAS Education Offerings as a Premier Resource for Upskilling and Professional Development

- Empower members to navigate evolving professional challenges and seize new opportunities.
- Establish ICPAS as a proactive leader in closing the profession's essential skills gaps.

## Foster Engaged Communities

### Advance Diversity in the Accounting Profession

- Expand DEI programs through stronger partnerships, increased participation, and greater impact.
- Position the MTWW Fellows Program as a leading initiative for advancing participants' professional growth and careers.

### Optimize Volunteer Experience and Governance Alignment

- Strengthen volunteer engagement by addressing participation barriers and better support and training.
- Align volunteer opportunities with ICPAS' strategic framework, ensuring valuable and impactful contributions.

## Expand Partnerships for Maximum Impact

### Expand Sponsorship and Advertising Opportunities

- Generate increased sponsorship and advertising revenue.
- Achieve broader engagement through high-impact, value-driven offerings.

### Establish New Strategic Partnerships

- Enhance member benefits through co-branded educational programs, networking events, and other joint initiatives.
- Form new partnerships in adjacent fields, driving innovative offerings and increased engagement.

### Connect ICPAS Audience With Leading Vendors and Solutions

- Provided members with access to trusted, high-quality vendors and solutions through ICPAS products & services.
- Enable firms to improve efficiency and maintain competitiveness by adopting relevant technology and services.

## Advance Advocacy Efforts

### Amplify the Profession's Voice with Policymakers

- Leverage public policy efforts to address critical issues for the benefit of CPAs, CPA firms, and the business community.
- Provide technical expertise to policymakers, shaping the development of impactful public policy.

### Advocate for Legislation and Regulation that is in the Best Interest of the Accounting Profession

- Ensure the profession remains informed and positioned to lead in the policy arena.
- Mitigate risks and capitalize on opportunities to achieve legislative and regulatory outcomes that benefit the profession.