



# CTCPA Vision 2025

As a result of the past year's research, workshops, and dialogue, the Strategic Planning Committee has identified five themes and accompanying goals and initiatives to achieve the overall vision/mission of the CTCPA.

**Vision:** Engage, empower, and advance our members, our profession, and our business community to thrive in the future.

**Mission:** We are the Connecticut society of professional accounting members, collaborative partners, and affiliates, ensuring relevancy and viability for the advancement and excellence of our members, the business community, and the profession.

## 1

### Membership Expansion

- Introduce a non-voting professional colleagues membership category
- Feature group billing (public firm/industry departments)
- Encourage and convert student members to full membership
- Membership drive – inclusivity/targeted base

**Benefits:** *New revenue stream, add value to members by strengthening community base*

## 2

### Broaden Professional Development

- Promote culture of life-long learning
- Package progressive curriculum (soft skills, technology, etc.) for public/industry
- Ensure relevant subject matter (technical, IT, economic, other career development, etc.)
- Provide mixed community opportunities by topics of concern through networking and collaborative events

**Benefits:** *Engage, empower, thrive, new revenue streams*

## 3

### Branding and Communication

- Establish ambassador program (liaisons, mentors, etc.)
- Streamline/enhance technology (live stream, online community, etc.)
- CPA brand awareness campaign (governmental awareness/professional collaboration)
- Upgrade website/member access/communication

**Benefits:** *Visibility, presence, credibility, member value/engagement*

## 4

### Technology Advances

- Create advisory/awareness cabinet
- Advisory adjunct – IT futurist
- Investments in state-of-the-art technology (education, delivery methods, communication, etc.)
- Membership platform upgrade

**Benefits:** *Ensure relevancy, engage members/external community, brand as credible resource*

## 5

### Advocacy

- Expand and cultivate relationships with governmental/industry organizations/agencies (regulatory and other)
- Inform members through targeted, relevant communications
- Introduce legislative interest group(s)
- Legislative communication/support solicitation (PAC campaign, technology, outreach)

**Benefits:** *Protection, visibility, presence, credibility, member value/engagement*