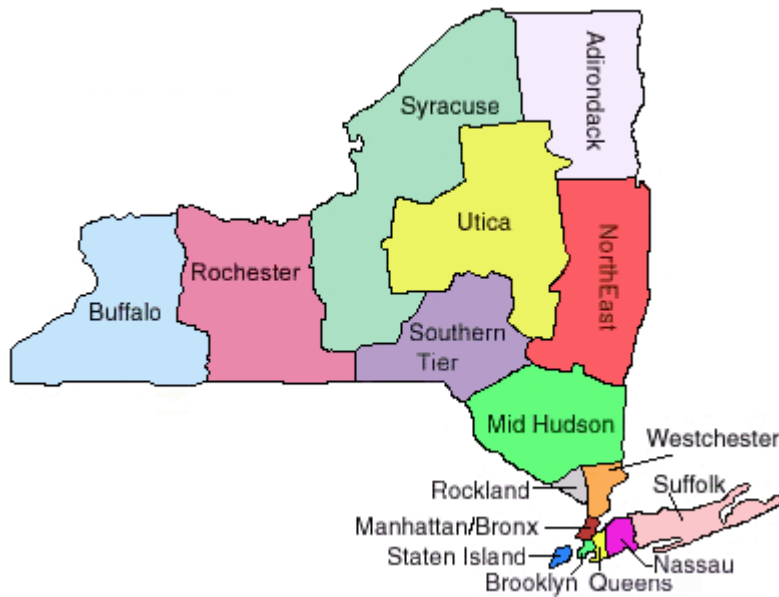


# New York State Society of CPAs

## Chapter Handbook



## **Strategic Plan**

### **The New York State Society of Certified Public Accountants**

#### **Revision Approved by Board of Directors**

**December 7, 2005**

On December 16, 2002 the Board of Directors of the New York State Society of CPAs (NYSSCPA) adopted a Strategic Plan resulting from almost two years of discussion of future needs and directions for the Society, its members, the CPA Profession and the public at large.

We are quickly approaching the end of the first three year planning cycle established in 2002. As such, the Agenda for the 2005 Annual Leadership Conference held in July, 2005, was structured to solicit ideas for modifications to the original plan from the Society's leadership. A draft version of a revised strategic plan document follows. It has been shaped by the suggestions which were developed at the Leadership Conference and subsequent discussions with members and staff. On December 7, 2005 the Board of Directors approved an updated version of the Strategic Plan as it appears below.

#### **NYSSCPA Core Purpose:**

To represent the membership and contribute to its success, while maintaining the public trust in our members and the CPA Profession.

#### **CPA and NYSSCPA Core Values:**

- Integrity and objectivity.
- Commitment to the ethical and practice standards of our profession.
- Member responsive and directed – resource to members.
- Life-long learning – promotion of professional competence.
- Sense of community and sharing of information with colleagues.
- Recognition of our commitment to serve the public.

#### **NYSSCPA's Big Audacious Goal:**

- Create such value to its members that all New York State CPAs want to become active members.

**GOAL #1**

Professional Competency-NYSSCPA members will have access to resources to realize their full potential as competent, educated, ethical and trusted professionals.

**GOAL #2**

Maintain Public Trust

**GOAL #3**

Advocacy – The professional interests of our members will be promoted by the NYSSCPA in pursuit of the interests of the profession and the public.

**GOAL #4**

Recognition and Visibility – The value and contribution of CPAs will be universally recognized.

**GOAL # 5**

Recruiting and Retention