2020 Strategic Plan

**Mission Statement**

The NYSSCPA serves as an advocate and resource for Certified Public Accountants (CPA) by representing and cultivating the profession’s core values of integrity, professionalism and ethics.

**Vision Statement**

To lead the accounting profession into the future as its foremost advocate and cultivate its members as the premiere trusted adviser.

**NYSSCPA Core Values**

**INTEGRITY**
Demonstrating sound professional responsibility and ethical principles.

**EXCELLENCE**
The quality of being exemplary.

**COLLABORATION**
The act of working with others to achieve a common goal.

**GOALS**

- Provide educational opportunities and resources to support our members’ continued professional success.
- Position ourselves as an advocate for the CPA profession, and a resource for decision makers.
- Cultivate a community that attracts, nurtures and empowers accounting professionals.
- Increase awareness of the CPA profession and create value as the premier trusted adviser.
- Prepare the Society and its members for the transformation of the accounting profession.
Priorities

**PROFESSIONAL EXCELLENCE**

- Provide educational opportunities and resources to support our members’ continued professional success.

  - Enhance professional excellence by building competitive educational initiatives.
  - Leverage technology in teaching and learning opportunities.
  - Assist members in staying abreast of new regulations and rules.
  - Develop career planning and leadership opportunities.

**ADVOCACY**

- Position ourselves as an advocate for the CPA profession, and a resource for decision makers.

  - Increase the Society’s involvement in legislative and regulatory processes.
  - Proactively promote our annual legislative and regulatory agenda.
  - Build coalitions with complementary professional associations.
  - Explore competency vs. compliance-related educational requirements with regulators.
  - Promote the exploration of emerging markets and opportunities.

**MEMBERSHIP GROWTH AND DEVELOPMENT**

- Cultivate a community that attracts, nurtures and empowers accounting professionals.

  - Build the CPA pipeline with students and young professionals.
  - Act as a resource to members changing careers or pursuing a nontraditional path.
  - Provide opportunities for leadership and personal development.
  - Expand diversity, equity and inclusion within the Society and the profession.
  - Explore and expand membership model options.

**PUBLIC AWARENESS**

- Increase awareness of the CPA profession and create value as the premier trusted adviser.

  - Elevate the public’s understanding of the value of the CPA.
  - Advance financial literacy.
  - Promote the profession as a career option.

**PROACTIVE TRANSFORMATION**

- Prepare the Society and its members for the transformation of the accounting profession.

  - Establish a work group to explore and implement proactive transformation initiatives.
  - Act as the voice of the membership regarding CPA evolution.
  - Pioneer a new CPE model that explores competency vs. compliance.
  - Expand education and participatory engagement delivery methods.
  - Research opportunities in broadening our membership base.
  - Educate the membership on the opportunity to Leverage, Embrace, Acquire and Develop (LEAD) new products, services and specialties.