**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.
- 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.
- Act as the voice of the membership regarding CPA evolution.
- 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.