



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

Diversify and Innovate Education Product Delivery Methods

- Achieve revenue growth from education services by offering flexible delivery solutions.
- Enhance member perception of ICPAS education as tailored, innovative, and relevant to their needs.

Develop More Targeted and Specialized Education Solutions

- Deliver tailored educational experiences that align with members' specific needs and career goals.
- Increase engagement with ICPAS education offerings by implementing personalized learning pathways.

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.

Build and Launch a Marketplace to Connect CPAs with Vendors and Solutions

- Provide members with access to trusted, high-quality vendors and solutions through an easy-to-use platform or event.
- 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.