

The graphic features a central circular arrangement of three colored circles (green, teal, and blue) connected by a dotted line. Each circle contains a white icon: a gear, a magnifying glass, and a clock with circular arrows. To the right of each circle is a corresponding text block. The CTCPA logo is on the left, and a descriptive paragraph is below it.

CTCPA Strategic Plan

CTCPA's new strategic plan seeks to engage and advance our members, our profession, and our business community.

**Advocate for
and Transform
the Profession**

**Focus on
Member
Value and
Engagement**

**Future-Proof
and Grow
the Profession**

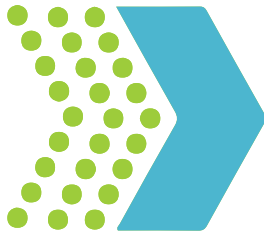
A nimble strategic plan is imperative for organizational success, especially in an ever-changing world. CTCPA members and leadership recently developed a new forward-looking plan to match the needs of our members today and into the future.



Vision Statement

What we will achieve/What we envision:

Engage and advance our members, our profession, and our business community to thrive, so that our members are highly valued, recognized, and actively sought after for their expertise, knowledge, and integrity.



Mission Statement

Why we exist/What we do:

CTCPA empowers, connects, informs, advocates for, and educates members to enhance their success and increase the visibility and value of the profession.



Goal 1:

Advocate for and Transform the Profession

Advance the CPA profession and the interests of CTCPA members. Drive transformation by optimizing accountants' presence and impact.

Multi-Year Strategies and Accelerators

1. Actively participate in and influence the legislative and regulatory process; provide timely information to members.
2. Increase awareness and access and enable connections among members in nontraditional service lines.
3. Elevate and enable equity by identifying and creating clear pathways to leadership (leadership ladders).
4. Expand collaborative opportunities to increase the visibility of the accounting profession with a broad spectrum of partners, including educators, employers, the media, and accounting entities of all sizes.



Goal 2: **Focus on Member Value and Engagement**

Be the first choice for education, networking, career advancement, and volunteer engagement.

Multi-Year Strategies and Accelerators

1. Educate and empower the current and next generation of CPAs and accountants through the creation of accessible and relevant resources based on career stage and career pathway.
2. Utilize technology to increase knowledge sharing, collaboration, mentorship, sponsorship, and professional growth.
3. Expand volunteer opportunities to ensure subject matter experts, thought leaders, strategic thinkers, and first-time contributors through seasoned members have multiple pathways to engagement.
4. Increase representation and participation in content development and delivery.
5. Recognize and promote the contributions and achievements of young professionals, diverse populations, and non-traditional careerists.
6. Add, upgrade, or sunset existing programs to maximize relevant member content and value.



Goal 3: **Future-Proof and Grow the Profession**

Support job-related challenges within small, medium, and large entities; provide fast, simple, problem-solving tools and resources.

Multi-Year Strategies and Accelerators

1. Understand the immediate job-related challenges and needs of members by audience segment (implement a real-time listening strategy).
2. Develop a digital-first strategy focused on creating and delivering tools and resources.
3. Continue to grow a robust online collaborative community for knowledge sharing and connecting.
4. Grow and cultivate a diverse, inclusive community of accounting professionals who can assist in peer-to-peer learning and networking.
5. Expand resources dedicated to improving mental health and reducing burnout.
6. Showcase how technology can help innovate the profession.

