

# MICPA 2015-2018 STRATEGIC PLAN

An enhanced three-year strategic plan was developed for 2015-2018. Its focus areas and objectives include:

## 1. Membership:

- Explore and analyze potential members to effectively convey the value of membership.
- Understand MICPA members and create relevant value propositions.
- Strengthen and enhance the future of the CPA profession.
- Keep Peer Review relevant and a part of the MICPA.
- Share the benefit of the CPE Tracker with all Michigan CPAs.
- Investigate new membership categories for CPAs and non-CPAs.

## 2. Advocacy:

- Cultivate relationships between key officials and the MICPA.
- Leverage the expertise of the CPA profession in Michigan's comeback.
- Enhance members' awareness of advocacy and regulatory efforts.

## 3. Learning:

- Future of Learning: Engage and interact with attendees to enhance learning.
- Enhance the value of MICPA learning/CPE to our attendees.
- Expand the use of the MICPA Tracker to provide a competitive advantage for the association.
- Engage CPE competitors to look for potential opportunities.

## 4. Sponsorships / Business Development:

- All sponsors and MICPA recognize mutual value.
- Maximize the public relations value of sponsorship and partnerships.
- Business development recognizes opportunities and drives partners and sponsors.
- Strategic partner relationships generate different revenue value and business benefits.