



MNCPA

2023 – 2025 Strategic Plan

2025 Vision

MNCPA has grown to 10,000 members

- We have become the media / government go-to entity on business and professional issues
- Revenue has increased 10% with a mix of current and new revenue sources
- We are known as a premier curator of content and a sought-after CPE resource
- The number of CPA exam candidates has increased by 20%

Goals and Objectives for FY 2023 – 2026(3 Years)

- 1. Goal: Identify and develop innovative and relevant products and services to position MNCPA membership as highly valued to current and prospective members.**
 - a. Focus new services and product development on at-risk audiences – B&I and YPG.
 - i. Revamp Young Professionals Group and Captains program.
 - ii. Research and implement individual career coaching.
 - iii. Experiment with new activities to engage B&I members.
 - b. Identify and develop strategic content coordinated across multiple delivery formats.
 - i. Develop members-only content strategy.
 - ii. Increase emerging technology content.
 - iii. Develop content focused on helping small firms.
 - c. Increase member engagement through the use of new platforms.
 - i. Implement SMS as a communications platform.
 - ii. Research a mobile app to provide notifications and simplify interactions.
 - iii. Revamp/repurpose Connect online community.
- 2. Goal: Be a premier CPE curator and the gold standard for exceptional experiences to position the MNCPA for long-term viability.**
 - a. Seek additional vendor(s) for federal tax update and farm tax update programs.
 - b. Develop mutually beneficial plan to partner with select state societies on the 2024 MNCPA Tax Conference.
 - c. Invest in MNCPA website and app enhancements to improve the experience of finding, registering for and participating in CPE.
 - d. Experiment with new CPE offerings, value-adds and purchase options.

- 3. Goal: Position advocacy activities as high value to drive increased member engagement.**
 - a. Expand member engagement opportunities beyond the legislative session.
 - b. Prioritize and advocate for Board of Accountancy rules changes.
 - c. Implement strategic initiative to provide a pathway to CPA licensure that reduces time and cost to qualify.

- 4. Goal: Promote the value of the CPA credential in colleges and high schools to drive more students to earn the CPA credential.**
 - a. Implement a program to increase MNCPA presence on college campuses.
 - b. Strengthen relationships with college educators.
 - c. Develop online resources for member presentations in high schools.
 - d. Hold career event to raise awareness of the profession with high school students.
 - e. Launch social media campaign focusing on value of credential.