**STRATEGIC PLAN COMMUNICATIONS COPY FOR CHAPTERS**

Below is suggested copy for your chapter communications. Contact Melinda Bentley for any additional assistance, if needed.

**TXCPA Introduces New 2020-2024 Strategic Plan**

TXCPA’s 2020-2024 Strategic Plan is designed to help us best serve our members as they adapt to serve the changing needs of individuals and organizations around the world. The TXCPA Strategic Planning Committee and TXCPA Executive Board gathered input from the 20 local chapters, the board of directors and members at large to assist in the development of this new plan.

The current mission, vision, commitment to diversity, equity, inclusion and belonging, strategic pillars and guiding principles remain as foundational elements of the strategic plan. New in the 2020-2024 plan are three specific goals focused on achieving our strategic destination as a unified, influential, and adaptive association driven by technology to deliver customized value and service to the evolving accounting profession.

Our chapter’s work under the three strategic pillars of Community and Connection, Professional Excellence and Advocacy will continue to support and contribute to the collective efforts of TXCPA members across the state as we collaborate to make an impact and difference as the largest, most influential association of accounting and finance professionals in Texas.