

TXCPA 2020-2024 STRATEGIC PLAN



VISION

Empower members to lead and succeed.

MISSION

The Texas Society of CPAs exists to support its members in their professional endeavors and to promote the value and high standards of Texas CPAs.

GUIDING PRINCIPLES



LEVERAGE & LEAD TECHNOLOGY



FOSTER INCLUSIVE LEADERS



ORGANIZATIONAL FLEXIBILITY



CONNECTING MEMBERS & RESOURCES

OUR COMMITMENT TO DIVERSITY, EQUITY, INCLUSION AND BELONGING

TXCPA values the diverse contributions and talents of all its members. We are committed to promoting diversity, equity, inclusion and a sense of belonging in the workplace, in membership and in the accounting profession. Diversity includes, but is not limited to, race, gender, generations, abilities, orientation, and religious beliefs.



COMMUNITY & CONNECTION

Provide members with opportunities and resources to connect, serve and lead.



PROFESSIONAL EXCELLENCE

Provide resources to assist members in the achievement of professional and personal success.



ADVOCACY

Be the voice of our members before public policy makers and the public.

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STRATEGIC DESTINATION

We are a unified, influential, and adaptive association driven by technology to deliver customized value and service to the evolving accounting profession.

GOAL 1: GOVERNANCE

Organize the Society's governance and chapter affiliations to design an adaptable and unified structure that will act as a catalyst for growth and strengthening operations

Objective 1: Clarify the roles, responsibilities, and expectations of the state association and chapter network, to finalize an affiliation agreement for creating a unified team that effectively addresses the evolving environment and member needs

Objective 2: Improve the strategic capabilities and efficiency of operations of TXCPA's subsidiaries, including, but not limited to, assessing the viability of integrating the three 501(c)3 organizations, and potential growth of the Insurance Trust to serve more members

Objective 3: Clarify the fiduciary and advisory roles and responsibilities between the Executive Board and Board of Directors to enable governance to be adaptive and proactive

GOAL 2: TECHNOLOGY

Acquire or leverage technology platforms to customize and expand delivery of education and member value

Objective 1: Design a consulting service to provide deeper technology support to achieve customized value for accounting firms

Objective 2: Assess the relevance and data capabilities of TXCPA's technology platforms to ensure the Society is leveraging the most strategic solutions in order to compete more effectively in the marketplace

Objective 3: Build a subscription-based membership model to customize our service to the accounting profession based on individual preferences and choice

GOAL 3: GROWTH

Broaden member categories to reflect evolving profession and identify complementary organizations to partner or affiliate with for expanded service capabilities

Objective 1: Refine member categories to recognize the changing dynamics that are now part of the accounting profession

Objective 2: Assess the market to determine the potential synergistic organizations that align to strategic needs

Objective 3: Expand our influence and integration with other associations and stakeholders through strategic partnerships that enhance licensing or expand our service capabilities