

**2011-2014 NHSCPA
BOARD OF DIRECTORS'
STRATEGIC PLAN**

Strategy	Programs	Tasks & Actions
ADVOCACY Develop a volunteer-driven advocacy program utilizing differentiated approaches resulting in positive relationships with key government decision-makers and has the Society viewed as the subject matter experts.	Relationship focused special events	Host breakfast for Executive Council
	Coalition building: trade groups and industries	Invite other professional groups leadership to luncheon (NH Bar, Estate Planners, Bankers)
	Coordination & integration of CPA professional resources	Meet with border NE CPA Society Leadership
	Political Action	Invite PAC Chair to BoD meeting
		PAC Chair article for newsletter
Professional resources	Establish separate advocacy committee	
COMMUNICATIONS Execute a communications program that targets members, prospective members, and students.		Explore LinkedIn
	Keeping members informed	Meet with firm MPs and newer staff members (less than 2 years)
	Attracting new members to the Society	Ask BofA to link to our website (member benefits page)
	Attracting and retaining individuals to the profession	Expand scholarship program to assist students in achieving 150 requirement
	Sustainability (Green Initiatives)	Consider online CPE materials
MEMBER INVOLVEMENT Develop and implement programs and marketing enabling every member to have a connection to NHSCPA that is relevant to them and results in increased membership and participation in the Society.	Person-to-person outreach	Identify and contact or meet with firms w/ low membership (refer to keeping members informed initiative)
	Focused special events	Invite NH Bar, Estate Planners, Bankers to networking event
	Specialty forums	Develop specialty focused groups as necessary
	Firm-to-firm networking	Develop focused-topic regional networking mtgs