

V. STRATEGIC INITIATIVE: COMMUNICATION AND IMAGE

Enhance the relationships and image of MACPA and the profession through dynamic communication.

Given:

- There is a glut of e-mail in the world.
- Members don't have time to process all of the information "out there."
- Members are not always aware of MACPA scope. (FGR)

Implications:

- We need internal communications to members to be both relevant to and current for individuals.
- Our web site should be the portal of the profession for both information and relationship building with MACPA.
- The profession needs a strong media position.
- Partnerships will help us to better meet the needs of our members.

Goal 1:

Increase the perceived value of communication and information to members not in public accounting.

Strategies:

- Analyze composition and needs of these members.
- Transform website into portal of relevant information.
- Develop multiple formats for information dissemination.
- Develop reporting plan for cutting-edge information and interviews.
- Create marketing plan to communicate benefit to targeted member segments.

Metric:

A. Initiate, promote and analyze findings from targeted member feedback mechanisms. (Examples include: online surveys, focus groups, direct-mail surveys) Benchmark using 2005 focus group feedback, quantify year one; increase satisfaction years two and three.

Goal 2:

Engage and align with strategic partners who offer value to members.

Strategies:

- Analyze needs of MACPA to help identify potential partners.
- Continue efforts to recruit strong potential partners for MACPA.
- Create tool to evaluate fit for potential partners.
- Explore best practices for partner relationship building and monitoring.
- Develop strategy for enhancing partner relationship when appropriate.
- Explore partner opportunities with other organizations to enhance MACPA outreach.

Metric:

A. Enter into partnership agreements with new partners.

Goal 3:
Increase statewide image building efforts.

Strategies:

- Work with PR firm to increase statewide coverage.
- Develop promotional plan for media to position MACPA as resource.
- Train staff to identify potential image building efforts.
- Hold media planning session with CPE staff regularly to identify promotional opportunities.
- Explore media options across state for enhanced outreach.
- Increase depth of statewide CPA speakers' bureau for potential outreach.
- Create promotional plan targeted to organizations and opportunities that may value hearing from CPAs.
- Media training for leadership.
- Working with partners to enhance MACPA and profession image.

Metrics:

- A. Measure the number of CPAs and CPA profession-related placements in the media. Increase by 10% each years.
- B. Calculate Public Relations (PR) Value of CPA and CPA profession-related placements in the media as regulated by industry standard calculations. Increase value by 10% each year.
- C. Measure the MACPA internal recognition of CPAs and CPA profession-related placements in the media across geographic areas. Baseline year one. Year two and three grow members proportionally to profession distribution.